COMM 204 Public Speaking
Spring 2018 Syllabus
MW 11am-12:20pm, Location: ASC 230

Instructor: Leila Bighash
Email: bighash@usc.edu
Office: ASCJ G6 – PhD Offices
Office Hours: By appointment

COURSE DESCRIPTION
This skills-based course is meant to help you become a better public speaker through theory and, most importantly, practice. We will learn concepts and models of communication, how to adapt a speech for different occasions and audiences, how to effectively support your ideas, how to select and organize materials in preparation for a speech, and how to utilize multimedia tools in presentations, among other skills. This course should be relevant in academic, business, and social settings. You should become a better public speaker and listener, while thinking about and maintaining ethical standards.

COURSE OBJECTIVES
- Understand communication concepts that serve as a basis for effective speaking, and apply this conceptual knowledge in practice to give effective speeches
- Be a more analytical listener, and develop the ability to analyze and evaluate presentations made by others
- Develop and demonstrate verbal, nonverbal, and research competencies through researching, preparing, and delivering presentations relevant to your audiences
- Learn how to ask good questions and provide meaningful answers to questions
- Gain confidence to speak publicly in a variety of situations

REQUIRED TEXT

Other readings or videos may be assigned during the semester and will be made available via Blackboard.

GRADING
Percentages will be calculated by taking the total points earned in the course and dividing by total possible points (1000).

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
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<tbody>
<tr>
<td>A</td>
<td>92.6 – 100</td>
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<tr>
<td>A-</td>
<td>89.6 – 92.5</td>
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<tr>
<td>B</td>
<td>82.6 – 87.5</td>
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<tr>
<td>B-</td>
<td>79.6 – 82.5</td>
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<td>C</td>
<td>72.6 – 77.5</td>
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<tr>
<td>C-</td>
<td>69.6 – 72.5</td>
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<tr>
<td>D</td>
<td>62.6 – 67.5</td>
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<tr>
<td>D-</td>
<td>59.6 – 62.5</td>
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<tr>
<td>F</td>
<td>Under 59.5</td>
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<tr>
<td>B+</td>
<td>87.6 – 89.5</td>
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<tr>
<td>C+</td>
<td>77.6 – 79.5</td>
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<tr>
<td>D+</td>
<td>67.6 – 69.5</td>
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COURSE POLICIES

I. **Respect**: Public speaking is fear for many people, and one of the goals of this course is for everyone to feel more confident when they get up in front of others to speak. To achieve this, we are going to build and maintain a safe space for expression. We will have many class discussions and get to know each other over the course of the semester. We don’t want anyone to monopolize conversations or, on the other hand, feel unable to contribute. We will learn from each other if we both listen to others and speak up when we want to share or ask questions. Disrespectful comments or behavior will not be tolerated. Please contact me immediately if you ever feel like the class atmosphere is not respectful toward you or your peers.

II. **Academic Integrity**: Your work in this class must be yours. Any attempt to represent others’ work as your own will receive a failing grade on the assignment in question (at a minimum) and will be reported to the Office of Student Conduct. To learn more about academic integrity and what constitutes academic dishonesty, please see these links: https://libraries.usc.edu/research/reference-tutorials; http://annenberg.usc.edu/CurrentStudents/GStudentsvcs/PhD/~/media/Academic%20Integrity%20Overview.ashx. We will uphold the standards outlined by the Student Conduct code in SCampus (see http://web-app.usc.edu/scampus). Talk with me if you are confused or unsure if something could or would be considered cheating or plagiarism. See last page of syllabus for official statement.

III. **Assignment Submission**: There are no hard-copy paper submissions in this course. All assignments will be submitted through Blackboard (http://blackboard.usc.edu) via Turnitin. If you are unable for any reason to submit your assignment on time to Blackboard for a technical reason, email me (bighash@usc.edu) your assignment before the deadline.

IV. **Deadlines**: The due dates for your assignments are strict. Late assignments are not accepted. If you have an emergency, please contact me before the deadline and documentation is required.

V. **Email**: During normal business hours (M-F, 9am-6pm) I will respond to emails within 24-48 hours (probably sooner). If you email me outside of those times or if I give you some notice about limited email, it may take me longer to respond. On weekends, I may not respond until Monday. If it has been more than 24 hours and you think I may have missed your email, please send another.

VI. **Technology**: Phones must be put away during class. Computers may be used if you like, but only for class-related material and note-taking. I may ask you to close all computers at any time, and if computers become distracting, I may change this policy. Computers must be put away during speeches and guest lectures.

VII. **Special Accommodations**: Academic accommodations are made when students register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please deliver this documentation to me within the first week of the semester, or as soon as possible. DSP (https://dsp.usc.edu/) can be reached at ability@usc.edu and (213) 740-0776. See last page of syllabus for official statement.

VIII. **English as a Second Language or Other Accommodations**: Please let me know if you need special accommodations if English is not your primary language or if you are concerned about accommodations for any other reason.
OVERVIEW OF ASSIGNMENTS

Speech 1, Introduction Speech: This is a warm-up 1 minute speech about yourself in an effort for us all to get to know each other. This should help you feel more comfortable speaking in front of your classmates.

Speech 2, Informative Speech*: This is a 5-7 minute speech informing your classmates about a topic of your choice. We will model our speeches after TED Talks. The purpose of this speech is to sharpen research skills and provide credible evidence for your claims. Along with your in-class presentation, you will be required to turn in (on Blackboard) your speech outlines and references.

Speech 3, Persuasive Speech*: This is a 5-7 minute speech that will require you to craft effective arguments and to define and refute potential counterarguments. The purpose of your speech should be to request your audience to perform an action or to shift thoughts and feelings. Along with your in-class presentation, you will be required to turn in (on Blackboard) your speech outlines and references.

Speech 4, Sensory Aid Speech*: This is a 5-7 minute speech that utilizes visual, audio, or other non-verbal tools. The focus of the speech will be to enhance your claims with effective tools. You may revisit a topic or idea from your informative or persuasive speech. Along with your in-class presentation, you will be required to turn in (on Blackboard) your speech outlines and references.

Speech 5, Special Occasion Speech: This is a 2 minute speech modeled after something that you may be asked to give in real life. This can be a wedding toast, a graduation speech, a keynote, an introduction, etc. You choose. This will be an opportunity to further practice language selection and audience adaptation in a less formal environment.

*Note: These speeches require you to conduct external research. You must provide three to four sources for use during your speech.

Speech Reflections: After the first four speeches, you will write a 1-page (double-spaced) self-reflection about your performance for a total of four reflections. You should include concepts learned in class while reflecting on your strengths and places for improvement for next time.

Online Intro Survey: This survey will be distributed the first week of class. These questions will allow me to get to know you better.

TED Talk Analysis: As part of our discussion of informative speeches, you will provide a 2 page summary, critique of, and reflection on a TED Talk of your choice, as long as it exceeds 10 minutes (selection is available at https://www.ted.com/talks).

Speech Performance Critique: There are many opportunities live on campus or online to watch debates on topics that you find interesting and important. The options include critiquing the persuasive public speaking skills of the candidates for President of the United States last year, the inaugural address of the POTUS and the opposition response, and
many options on campus. The main requirement is that there must be at least two people who offer opposing views. This 3-4 page summary, critique, and reflection (double-spaced, before references) will provide students with the opportunity to watch a debate or two opposing speeches and compare and contrast the styles and performances.

**Final Self-Reflection:** This is a 3-5 page (double-spaced, before references) self-reflection paper that discusses concepts learned and adopted, progress made, and room that remains for improvement. You should expand on what you’ve written in previous reflections, not just reiterate what you already said. Evaluate your improvement throughout the entire course, and how you wish to utilize all of the concepts learned in class. Think about future occasions where you will be asked to speak in front of others, and how you will utilize what you’ve learned here for those situations. This is in place of a final exam.

**Shark Tank Exercise:** This is an in-class activity designed to put persuasive speaking skills into practice. Students will team up and present an idea or innovation to a panel of “sharks” in an effort to persuade the sharks to fund their project. The winning team will receive 10 extra credit points.

**Participation and Attendance:** One goal of this course is for you to feel more confident speaking up, asking questions, and participating more generally. Even lectures will have discussion components. We will learn more if we engage with each other and contribute to class discussions. Additionally, there will be several sessions where we will be doing impromptu speaking activities. These are very important for you to feel more comfortable speaking in a variety of settings and without formal preparation. Because of this, I expect students to attend all classes, other than pre-approved excused absences (illness, religious observance, university-sanctioned activities) or emergencies. An absence will be considered excused if it falls under one of those categories (pre-approved or emergency) and is accompanied by documentation. Any more than two unexcused absences will result in a ⅓ deduction to your final grade (e.g., A to an A-, A- to a B+, B+ to a B, etc…). Also please be on time. If I notice persistent lateness, particularly if it is disruptive or during speeches, I will deduct points in this category.

**GRADING BREAKDOWN**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Total Points</th>
<th>Deadline</th>
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<tbody>
<tr>
<td><strong>Speeches</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Introduction Speech #1</td>
<td>40 points</td>
<td>Jan 18</td>
</tr>
<tr>
<td>Informative Speech #2</td>
<td>140 points</td>
<td>Feb 6 &amp; 8</td>
</tr>
<tr>
<td>Persuasive Speech #3</td>
<td>140 points</td>
<td>March 6 &amp; 8</td>
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<tr>
<td>Sensory Aid Speech #4</td>
<td>180 points</td>
<td>April 10 &amp; 12</td>
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<tr>
<td>Special Occasion Speech #5</td>
<td>100 points</td>
<td>April 24 &amp; 26</td>
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<tr>
<td><strong>Written</strong></td>
<td></td>
<td></td>
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<tr>
<td>Speech Reflections (4)</td>
<td>100 points (25 X 4)</td>
<td>Jan 23, Feb 13, March 13, April 17</td>
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</tbody>
</table>
Online Intro Survey 10 points Jan 16
TED Talk Analysis 30 points Feb 1
Speech Critique 60 points March 27
Final Reflection 100 points May 8

In-Class
Shark Tank Exercise 40 points March 1
Other Activities, Participation, Attendance 60 points Ongoing

TOTAL 1000 POINTS

COURSE SCHEDULE
The assigned readings are meant to be read before the class under which they are listed. This syllabus and schedule may change slightly if the needs of you and the course change throughout the semester. If things change, I will provide you with a new copy.

Week 1: Introduction to Course

T 1/9 Introductions and Course Overview
Introduction to Public Speaking and Public Speaking Competencies
Assignment: Introduction Speech

Th 1/11 NO CLASS - We will make up this time later in the semester if needed

Week 2: Intro Speeches & Outlining

T 1/16 Introduction to Public Speaking and Public Speaking Competencies continued
Reading: PSVT Ch. 1 “Introduction to Public Speaking” & PSVT Ch. 4 “Listening Effectively”
Deadline: Online Intro Survey
Truth or Lie? Impromptu Speaking In-Class activity

Th 1/18 Introduction Speeches (Groups A & B)
Developing Outlines for Speeches
Reading: PSVT Ch. 7 “Supporting Your Ideas”
Assignments: Informative Speech

Week 3: Informative Speaking

T 1/23 Introduction to Informative Speaking
Reading: PVST Ch. 8 “Organizing and Outlining” and Ch. 15 “Informative Speaking”
Assignments: TED Talk Analysis
Deadline: 1-page Introduction Speech Reflection (on Blackboard)
Informative Speaking continued, topic selection brainstorming activity

**Deadline (5pm):** Informative Speech Topic Approval

**Week 4: Informative Speaking**

**T 1/30** Informative Speaking, continued
Reducing “Ums” activity

**Th 2/1** Peer Review Session for Informative Speeches
Discussion on TED Talk Analysis
**Deadline:** TED Talk Analysis

**Week 5: Informative Speech Week**

**T 2/6** Informative Speeches and Outlines (Group A)

**Th 2/8** Informative Speeches and Outlines (Group B)

**Week 6: Introduction to Persuasive Speaking**

**T 2/13** Introduction to Persuasive Speaking
**Reading:** PVST Ch. 16 “Persuasive Speaking”
**Deadline:** 1-page Informative Speech Reflection

**Th 2/15** Persuasion & Audience Analysis
**Reading:** PVST Ch. 5 “Audience Analysis” and Ch. 18 “Group Presentations”
**Assignment:** Debate/Speech Critique
**Assignment:** Persuasive Speech Understanding your Audience

**Week 7: Audience Analysis & Logical Fallacies**

**T 2/20** Results of Audience Analysis
Arguments and Counterarguments
**Assignment:** Shark Tank
**Deadline:** Persuasive Speech Topic Approval

**Th 2/22** In-Class Activity: Logical Fallacies

**Week 8: Persuasive Speaking & Shark Tank**

**T 2/27** Peer Review for Persuasive Speeches

**Th 3/1** In-Class Exercise: SHARK TANK

**Week 9: Persuasive Speech Week**

**T 3/6** Persuasive Speeches and Outlines (Group B)

**Th 3/8** Persuasive Speeches and Outlines (Group A)
**Week 10: SPRING BREAK - NO CLASS**

T 3/13  NO CLASS

Deadline: Persuasive Speech 1-page Self-Reflection

Th 3/15  NO CLASS

**Week 11: Special Topics - Crisis Communication**

T 3/20  Crisis Communication
    Asking & Answering Questions
    In-Class Activity: Q&A

Th 3/22  Introduction to Sensory Aids in Public Speaking
    Reading: PVST Ch. 13 Reviewing Visual Arguments: Dos and Don’ts
    In-Class Activity: Articulation
    Assignment: Sensory Aid Speech

**Week 12: Sensory Aids in Public Speaking**

T 3/27  Best Practices for Building Slide Decks
    Deadline: Speech Critique

Th 3/29  Visualizing Data
    In-Class Activity: Analyzing your script (lyrics)
    Assignment: Final Reflection

**Week 13: Sensory Aids Continued**

T 4/3  Peer-Review Day for Sensory Aid Speeches

Th 4/5  Finish Sensory Aids, In-Class Activity

**Week 14: Sensory Aid Speeches**

T 4/10  Sensory Aid Speeches and Outlines (Group A)

W 4/12  Sensory Aid Speeches and Outlines (Group B)

**Week 15: Introduction to Special Occasion Speeches**

T 4/17  Introduction to Special Occasion Speeches
    Reading: PVST Ch. 17 “Special Occasion Speaking”
    Assignment: Special Occasion Speech
    Deadline: 1-page Sensory Aid Speech Self-Reflection

Th 4/19  Special Occasion Speeches continued
    In-Class Activity, Humor in Speeches, or other special topic
Week 15: Special Occasion Speeches

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<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>T 4/24</td>
<td>Special Occasion Speeches (Group B)</td>
</tr>
<tr>
<td>Th 4/26</td>
<td>Special Occasion Speeches &amp; Goodbyes! (Group A)</td>
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**T 5/8**  
Final Exam Day -- **Deadline: Final Reflection**

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**STUDENT RESOURCES**

**Sexual Assault Policy and Resources.** The University of Southern California is committed to fostering a safe campus environment for all members of the university community, free from sexual coercion, violence, and sexual intimidation. The university’s sexual misconduct and sexual assault policies have been developed to reaffirm these principles and to provide recourse for individuals whose rights have been violated (the policy is available in SCampus, Part E: [https://studentaffairs.usc.edu/files/2015/11/SCampus-Final-112015_v8.pdf](https://studentaffairs.usc.edu/files/2015/11/SCampus-Final-112015_v8.pdf)). To learn more about your reporting options and your rights, or to speak with a counselor confidentially, contact the USC Sexual Assault Resource Center/Center for Women and Men at 213-740-4900, or contact Student Counseling Services at 213-740-7711. For more information and resources, including off-campus resources like the Rape Treatment Center, visit the USC Sexual Assault Resource Center website at [https://sarc.usc.edu/resources/](https://sarc.usc.edu/resources/). Finally, remember that you can contact a campus cruiser at 213-740-4911 for a safety escort.

**Stress Management.** Students are under a lot of pressure. If you start to feel overwhelmed, it is important that you reach out for help. A good place to start is the USC Student Counseling Services office at 213-740-7711. The service is confidential, and there is no charge. Moreover, they offer drop-in workshops throughout the semester on managing stress and maintaining mindfulness.

**Additional Academic Support.** A number of campus resources exist to support you academically. Contact the Center for Academic Support ([http://sait.usc.edu/academicsupport/](http://sait.usc.edu/academicsupport/)) at 213-740-0776 or [study@usc.edu](mailto:study@usc.edu).
Statement on Academic Conduct and Support Systems

**Academic Conduct**
Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” [https://policy.usc.edu/student/scampus/part-b](https://policy.usc.edu/student/scampus/part-b). Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, [http://policy.usc.edu/scientific-misconduct](http://policy.usc.edu/scientific-misconduct).

Discrimination, sexual assault, intimate partner violence, stalking, and harassment are prohibited by the university. You are encouraged to report all incidents to the Office of Equity and Diversity/Title IX Office [http://equity.usc.edu](http://equity.usc.edu) and/or to the Department of Public Safety [http://dps.usc.edu](http://dps.usc.edu). This is important for the health and safety of the whole USC community. Faculty and staff must report any information regarding an incident to the Title IX Coordinator who will provide outreach and information to the affected party. The sexual assault resource center webpage [http://sarc.usc.edu](http://sarc.usc.edu) fully describes reporting options. Relationship and Sexual Violence Services [https://engemannshc.usc.edu/rsvp](https://engemannshc.usc.edu/rsvp) provides 24/7 confidential support.

**Support Systems**
A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the American Language Institute [http://ali.usc.edu](http://ali.usc.edu), which sponsors courses and workshops specifically for international graduate students. The Office of Disability Services and Programs [http://dsp.usc.edu](http://dsp.usc.edu) provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, USC Emergency Information [http://emergency.usc.edu](http://emergency.usc.edu) will provide safety and other updates, including ways in which instruction will be continued by means of Blackboard, teleconferencing, and other technology.