COMM 204: Public Speaking  
Fall 2018, 4 Units  
Tu/Th 2-3:20PM  
ANN 405

Instructor: Marina Litvinsky, MA  
Email: litvinsk@usc.edu  
Office Hours: by appointment

Course Description
This course is designed to teach the principles and practice of effective oral communication, the analysis of the speaking-listening process, the selection and organization of materials for a variety of speaking situations and the use of new communication technologies in formal presentations.

Learning Objectives
• Develop communicative competence through analysis and criticism of oral messages.
• Develop skills for presenting informative and persuasive discourse.
• Develop skills in creating and using a variety of visual aids.
• 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.
• Gain confidence to speak publicly in a variety of situations.

Required Readings

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

Course Policies
Late assignments will result in a 10 point reduction per day. More than two unexcused absences will negatively affect your participation grade. If you need to miss class due to a medical or other reason, you must provide prior, written documentation in order to have the absence excused. Assignments and activities missed due to unexcused absences cannot be made up. Speeches cannot be made up, so if you are unable to be present for your assigned speech date, switch with someone.

Given the nature of the course and its focus on audience participation and listening, computers and phones are not needed and not to be used in the class during speech days.
Laptops may be used for note-taking purposes during lectures only. Phones and other telecommunication devices must be turned off and stowed at all times.

**Assignments**

Speeches
- Introduction Speech – 30 points
- Informative Speech + Outline & References – 60 points
- Persuasive Speech + Outline & References – 60 points
- Visual Aid Speech + Outline & References – 70 points
- Special Occasion Speech – 50 points

Speech Reflections x 4 – 30 points each
- TED Talk Analysis – 50 points
- Midterm Assessment – 25 points
- Speech Critique - 50
- Final Self Reflection - 75 points

Participation and Attendance (including group activities) – 60 points

Total: 650

**Grading Scale**

Any discussions about grades on one assignment must occur before the next assignment is due. Percentages will be calculated by taking the total points earned in the course and dividing by total possible points.

A: 92.6 – 100
- A+: 92.6 – 100
- A: 89.6 – 92.5

A-: 89.6 – 92.5
- C+: 77.6 – 79.5
- C: 72.6 – 77.5
- D+: 67.6 – 69.5
- D: 62.6 – 67.5

B+: 87.6 – 89.5
- B: 82.6 – 87.5
- B-: 79.6 – 82.5

B: 82.6 – 87.5
- C-: 69.6 – 72.5
- D: 62.6 – 67.5

B+: 87.6 – 89.5
- C: 72.6 – 77.5
- F: Under 59.5

**Course Schedule**

**Week 1**

**Tu 8/22** Introductions and Course Overview
One Thing About You
Assignment: Introduction Speech (due 8/28)

**Th 8/24**
Reading: PSVT Ch. 1 “Introduction to Public Speaking”

**Week 2**

**Tu 8/28**
Reading: PSVT Ch. 4 “Listening Effectively” and Ch. 5 “Audience Analysis”
**Th 8/30**  
Reading: PSVT Ch. 8 “Organizing and Outlining” and Ch. 12 “Delivering Your Speech”

**Week 3**

**Tu 9/4** Introduction Speeches – Group A and Group B  
**Th 9/6**  
Reading: PSVT Chapter 10 “Using Language Well”

**Week 4**

**Tu 9/11**  
Reading: PSVT Ch. 7 “Supporting Your Ideas”  
**DUE:** Introduction Speech reflection on Blackboard  
**Th 9/13**  
Reading: PSVT Ch. 15 “Informative Speaking”

**Week 5**

**Tu 9/18** TED Talk Analysis  
**DUE:** Informative Speech topic on Blackboard  
**Th 9/20** Peer review of Informative speeches  
**DUE Monday 9/24:** TED Talk Analysis on Blackboard

**Week 6**

**Tu 9/25** Informative Speeches – Group A  
**Th 9/27** Informative Speeches – Group B

**Week 7**

**Tu 10/2**  
Reading: PVST Ch. 16 “Persuasive Speaking”  
**DUE:** Informative Speech reflection on Blackboard  
**Th 10/4** Group Activity

**Week 8**
Tu 10/9 TBD  
**DUE:** Persuasive Speech topic on Blackboard

Th 10/11 Persuasive Speech peer review

**Week 9**

Tu 10/16 Persuasive Speeches Group A  
Th 10/18 Persuasive Speeches Group B

**Week 10**

Tu 10/23  
Reading PVST Ch. 13 “Visual Aids  
**Due:** Persuasive Speech Reflection on Blackboard

Th 10/25 Midterm Assessments

**Week 11**

Tu 10/30 Critiquing Visual Aids Exercise  
**DUE:** Visual Aid Speech topic on Blackboard

Th 11/1 Visual Aid peer review  
**DUE:** Speech Critique on Blackboard

**Week 12**

Tu 11/6 Visual Aid Speeches – Group A  
Th 11/8 Visual Aid Speeches – Group B

**Week 13**

Tu 11/15  
Reading: PVST Ch. 17 “Special Occasion Speaking”  
**Due:** Visual Aid Speech Reflection on Blackboard

Th 11/17 TBD
Week 14

Tu 11/20 TBD

Th 11/22 – NO CLASS – THANKSGIVING

Week 15

Tu 11/27 Special Occasion Speeches – Group A

Th 11/29 Special Occasion Speeches – Group B

DUE: (Final Exam Day) Final Reflection

STATEMENT FOR STUDENTS WITH DISABILITIES

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me (or to TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. Website for DSP and contact information: (213) 740-0776 (Phone), (213) 740-6948 (TDD only), (213) 740-8216 (FAX) ability@usc.edu.

STATEMENT ON ACADEMIC INTEGRITY

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one’s own academic work from misuse by others as well as to avoid using another’s work as one’s own. All students are expected to understand and abide by these principles. SCampus, the Student Guidebook, contains the University Student Conduct Code (see University Governance, Section 11.00), while the recommended sanctions are located in Appendix A.

EMERGENCY PREPAREDNESS/COURSE CONTINUITY IN A CRISIS

In case of a declared emergency if travel to campus is not feasible, USC executive leadership will announce an electronic way for instructors to teach students in their residence halls or homes using a combination of Blackboard, teleconferencing, and other technologies. See the university’s site on Campus Safety and Emergency Preparedness.

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” policy.usc.edu/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.

Support Systems:
Student Counseling Services (SCS) – (213) 740-7711 – 24/7 on call
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention. engemannshc.usc.edu/counseling

National Suicide Prevention Lifeline – 1 (800) 273-8255
Provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. www.suicidepreventionlifeline.org

Relationship and Sexual Violence Prevention Services (RSVP) – (213) 740-4900 – 24/7 on call
Free and confidential therapy services, workshops, and training for situations related to gender-based harm. engemannshc.usc.edu/rsvp

Sexual Assault Resource Center
For more information about how to get help or help a survivor, rights, reporting options, and additional resources, visit the website: sarc.usc.edu

Office of Equity and Diversity (OED)/Title IX Compliance – (213) 740-5086
Works with faculty, staff, visitors, applicants, and students around issues of protected class. equity.usc.edu

Bias Assessment Response and Support
Incidents of bias, hate crimes and microaggressions need to be reported allowing for appropriate investigation and response. studentaffairs.usc.edu/bias-assessment-response-support

The Office of Disability Services and Programs
Provides certification for students with disabilities and helps arrange relevant accommodations. dsp.usc.edu

Student Support and Advocacy – (213) 821-4710
Assists students and families in resolving complex issues adversely affecting their success as a student EX: personal, financial, and academic. studentaffairs.usc.edu/ssa

Diversity at USC
Information on events, programs and training, the Diversity Task Force (including representatives for each school), chronology, participation, and various resources for students. diversity.usc.edu
**USC Emergency Information**
Provides safety and other updates, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible. [emergency.usc.edu](http://emergency.usc.edu)

**USC Department of Public Safety – UPC: (213) 740-4321 – HSC: (323) 442-1000 – 24-hour emergency or to report a crime.**
Provides overall safety to USC community. [dps.usc.edu](http://dps.usc.edu)