

COMM 204: PUBLIC SPEAKING **4 Units**

Spring 2019
Mon/Weds 8:30-9:50
Location: ANN 309

Instructor: Rook Campbell, Ph.D.
Office Hours: Mon & Wed, 12:00 to 2:00
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I. Course Description

Working from interdisciplinary literatures on public speaking and modes of rhetoric, this course focuses on contemporary public speaking. More specifically, this course examines public speaking in the context commercial, political, and social life. Through a dialogical and experiential classroom community approach of public speaking studies, modules, and practices, students will become adept analysts of oral messages while also developing skills for crafting and delivering informative and compelling discourse. To be heard in a way that matters requires communicating in a manner that a given audience can not only digest but also connect with authentically. Through a 360° approach to public speaking and listening, we will address situational, topical, and ethical obstacles to social communication.

II. Overall Learning Objectives and Assessment

By the end of the course students will be able to:

- Understand and analyze modes of public rhetoric
- Competently organize and deliver informative and persuasive discourse
- Manage themselves professional and socially as public speakers capable of effectively responding to opportunities and responsibilities of public address

III. Attendance & Class Policy

Students are required to attend class regularly, keep up with weekly readings, and actively contribute in class discussions and modules. Attendance in seminar is essential as the graded core of this course is live public speaking. There is significant material covered in lecture that is not in the reading. You cannot pass the course if you do not attend most of the lectures. Because the lectures, discussions, readings and speaking assignments are all integrally linked, it is critical that you keep up with the schedule.

Students who miss more than **three lectures** will have their grades reduced and risk failing the course.

IV. Assignment Submission Policy:

All assignments are due on the dates specified. Lacking prior discussion and agreement with the instructor, late assignments will automatically be given a grade of F. Assignments must be delivered and submitted in class and upon request also via Blackboard.

V. Grading Breakdown

Modules (7)	30% of overall mark
Mid-Semester Speeches (5)	40% of overall mark
Speech Project	30% of overall mark

VI. Course Grading Policy

There are seven modules, five mid-semester speeches and a final speech project due in this class. The details of each mid-semester speech will be given in a prompt approximately one week before the speeches are due (see dates noted through the syllabus). Any required accompanying written assignments, submissions must be turned in hard copy form. If you have an emergency that impacts your ability to turn in your paper or deliver a speech on time, you need to contact the professor **before** the due date. The availability of make up dates and assignments will be evaluated on a case-by-case basis in accordance with university policy consideration of extenuating circumstances.

If you are unable to turn in an assignment due to illness or a personal emergency, you must provide written documentation that will allow you to be excused, or discuss your situation with me in a timely manner. Do no wait until the end of the semester to sort things out.

In order to pass this class you will need to complete ALL of the assignments. Failure to complete one or more of them will result in an F in the class.

Grades will be assigned as follows:

A/A-	outstanding, thoughtful and enthusiastic work
B+/B	above average work, demonstrating good insight into assignment
B-/C+	needs improvement on ideas, argument and follow through
C and below	fulfilling the bare minimum and showing little understanding of the material

Each assignment will be worth 100 points and will be converted to a percentage score depending upon the weight assigned to each. Your percentage scores won the assignments will be totaled and translated to a letter grade per the scale shown below:

A = 100-94
A- = 94-90
B+ = 89-87
B = 86-84
B- = 83-80
C+ = 79-77

C = 76-74
C- = 73-70
D+ = 69-67
D = 66-64
D- = 63-60
F = 59-0

If you have concerns regarding a grade on a given assignment, you must appeal it in writing, stating the reasons why you feel the grade is inaccurate, within one week of receiving the graded assignment. No late appeals will be accepted for review.

VII. Required Texts

Gallo, Carmine. 2015. *Talk Like TED*. St. Martin's Griffin: New York.

Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill.

VIII. Important Dates

Term Speeches

Speech No. 1 | Introduction Speech
Speech No. 2 | Persuasive Speech
Speech No. 3 | Informative Speech
Speech No. 4 | Epideictic Speech
Speech No. 5 | Special Occasion Speech

Modules

Module No. 1 | Presenting Selves
Module No. 2 | Modes of Persuasion
Module No. 3 | Ethics of Representing Suffering
Module No. 4 | Impromptu Speaking
Module No. 5 | Transformative Speaking
Module No. 6 | Narrative Rhetoric
Module No. 7 | Professional Speech

Speech Project | Information, Sensory Aid Speech

IX. Course Schedule COMM 355: Reading and Weekly Breakdown*

***Important note to students:** Be advised that this syllabus is subject to change – and probably will adjust – based on the progress of the class, news events, and/or guest speaker availability.

Week One

Overview of Public Speaking

Goddu, Jen. 2013. "Listening Effectively" in The Public Speaking Project. Available Online:<http://www.publicspeakingproject.org/PDF%20Files/listening%20web%201.pdf>

Goffman, Erving. 1959. Presentation of Self in Everyday Life (Selected Reading: "Introduction").

-- Module No. 1 | Presenting Selves --

Week Two

Persuading Ways

- Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill. Selected Readings: Chapters 10 & 11
“Presenting to Inform” and “Presenting Persuasive Messages.”
- Stone, Sarah. 2012. “Persuasive Speaking” in *The Public Speaking Project*.
Available Online:
<http://www.publicspeakingproject.org/PDF%20Files/persuasion%20web%201.pdf>
- Toye, Richard. 2013. *Rhetoric: A Very Short Introduction*. Oxford University Press:
Oxford. Selected Reading: Chapter 2, “Scaffolding of Rhetoric.”

-- Module No. 2 | Modes of Persuasion --

Week Three

Sweaty Palms and Calm

- Berkun, Scott. 2011. *Confessions of a Public Speaker*. O'Reilly Media: Sebastapol.
Selected Reading: *The Attack of the Butterflies*, Chapter 2, pp. 11-25.
- Gallo, Carmine. 2015. *Talk Like TED*. St. Martin's Griffin: New York. (Selected
Reading: Introduction & Chapter 1: pp. 1-40)
- Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill. Selected Readings: Chapter 2 “Preparing Your First Presentation.”
- Pikiewicz, Krisit. 2013. “How to Overcome Sports Performance Anxiety.” *Psychology Today*. Available Online:
<https://www.psychologytoday.com/blog/meaningful-you/201309/how-overcome-sports-performance-anxiety>
- Rodriguez, Tori. 2014. “Rebrand Stage Fright To Overcome It”. *Scientific American*.
Vol. 26, No. 1. Available Online:
<http://www.scientificamerican.com/article/rebrand-stage-fright-to-overcome-it/>

-- Speech No. 1 | Introduction Speech --

Week Four

The Public Sphere: Social Harms & Goods

- Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill. Selected Reading: Chapter 4
“Analyzing Your Audience” and Chapter 6, “Organizing and Outlining Your Presentation”.
- Schreiber, Lisa. 2012. “Informative Speaking” in *The Public Speaking Project*.
Available Online:
<http://www.publicspeakingproject.org/PDF%20Files/Informative%20web%201.pdf>
- Lakoff, George. 1995. “Metaphor, Morality, and Politics, Or, Why Conservatives Have Left Liberals In the Dust.” Available Online:
<http://www.wgcd.org/issues/Lakoff.html>

Williams, Zoe. 2014. "Interview with George Lakoff | Conservatives don't follow the polls, they want to change them ... Liberals do everything wrong." *The Guardian*. Available Online:
<http://www.theguardian.com/books/2014/feb/01/george-lakoff-interview>
Gallo, Carmine. 2015. *Talk Like TED*. St. Martin's Griffin: New York. Selected Reading: Chapter 8, "Painting a Mental Picture with Multisensory Experiences."

Additional Reading

Norgaard, Kari Marie. 2006. "We Don't Really Want to Know!" *Organization and Environment*. Vol. 19, No. 3. Pp. 347-370.
Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill. Review: Chapters 10 & 11
-- **Module No. 3 | Ethics of Representing Suffering** --

Week Five

Call To Action: Reveille!

-- **Speech No. 2 | Persuasive** --
-- **Module No. 4 | Impromptu Speaking** --

Week Six

Authenticity, Emotion and Knowledge

Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill. Selected Readings: Chapter 10
-- **Speech No. 3 | Informative Speech** --

Week Seven

Heroes and Villains

Abdurraqib, Hanif. 2017. *They Can't Kill Us Until They Kill Us*. Two Cent Radio Press: Columbus. (Selected Readings: . "Chance the Rapper's Golden Year" and "Tell 'Em All Come and Get Me")
Gumbrecht, Hans Ulrich. 2006. *In Praise of Athletic Beauty*. Harvard University Press: Cambridge. (Selected Readings: "Fascinations")
Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill. Selected Reading: Chapter 8, "Choosing Your Words."
Scott, AO. 2016. "What is the point of critics?". *Guardian*. 13 March.

Week Eight

Lifecycle Events and Ceremonies

Scholl, Juliann. 2012. "Special Occasion Speaking" in *The Public Speaking Project*. Available Online:
<http://www.publicspeakingproject.org/PDF%20Files/special%20web%201.pdf>
Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill. Selected Reading: Chapter 12, "Speaking on Special Occasions."

Fallows, James. 2015. "Obama's Grace". *The Atlantic*. 27 June. Available Online:
<http://www.theatlantic.com/politics/archive/2015/06/grace/397064/>
NOTE: READ FOLLOW HYPERLINK TO WATCH OBAMA DELIVER EULOGY

Democracy Now. 2014. "Remembering Maya Angelou: Bill Clinton, Michelle Obama, Oprah Winfrey Pay Tribute to Legendary Poet." *Eulogies Script and Video Available Online*
http://www.democracynow.org/2014/6/9/remembering_maya_angelou_bill_clinton_michelle

Eulogy, Jane Jacobs 2006. *The Economist*. 11 May. Available Online:
<http://www.economist.com/node/6910989>
-- Speech No. 4 | Epideictic Speech Due --

Week Nine

What's in an Apology?!

Poehler, Amy. 2014. "Sorry, sorry, sorry" in *Yes Please*. Dey Street: New York.

Lazare, Aaron. 2005. "You Call that an Apology" in *The Washington Post*.

Lazare, Aaron. 1995. "Go Ahead, Say You're Sorry". *Psychology Today*.

<https://www.psychologytoday.com/articles/200909/go-ahead-say-youre-sorry>

Battistella, Edwin. 2014. "The Art of Political Apology." *Politico Magazine*. Available Online: <http://www.politico.com/magazine/story/2014/05/the-art-of-the-political-apology-106458>

Additional Reading

Savic, Obrad. 2014. "European Guilt: The Rhetoric of Apology." *Belgium Journal of Media and Communication*. Available Online: *Eurozine*,
<http://www.eurozine.com/articles/2014-04-30-savic-en.html>

Thompson, Janna. 2009. "Apology, Justice and Respect: A Critical Defense of Political Apology" in *The Age of Apology: Facing Up to the Past*.

Ziller, Tom. 2015. "Rajon Rondo's hollow non-apology is not good enough". *SB Nation*. 15 December Available Online:
www.sbnation.com/2015/12/15/10205522/rajon-rondo-slur-bill-kennedy-gay-no-apology-sacramento-kings

-- Speech No. 5 | Special Occasion Speech --

-- Module No. 5 | Transformative Speaking --

Week Ten

Power of Story

Gallo, Carmine. 2015. *Talk Like TED*. St. Martin's Griffin: New York. (Selected Reading: "Master the Art of Storytelling" pp. 41-76.

Gottschall, Jonathan. 2013. *The Storytelling Animal: How Stories Make Us Human*. Mariner Books: New York. (Selected Readings)

Additional Reading

Sennett, Richard. 2010. "Notes on Narrative and the Arts." *Action and Research*

Centre. Available Online: <http://www.rsablogs.org.uk/2010/arts-society/notes-narrative-sennett-arts/>
Sennett, Richard. "Street and Office: Two Sources of Identity" Available Online: <http://instruct.uwo.ca/sociology/233kc/pdf/sennett.pdf>

Week Eleven

Performative Speech: Props, Demonstrations , Visuals and Space

Gallo, Carmine. 2015. *Talk Like TED*. St. Martin's Griffin: New York. Selected Reading: Chapter 5-6.

Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill. Selected Reading: Chapter 9, "Visual Resources and Presentation Technology."

-- **Module No. 6 | Narrative Rhetoric, 26 March** --
-- **Guest | Charles Babinski, 28 March** --

Week Twelve

Monday -- Visualizing Speech

Kasperek, Sheila. 2012. "Visual Aids." In *The Public Speaking Project*. Available Online: <http://www.publicspeakingproject.org/PDF%20Files/visual%20aids%20web%201.pdf>

Wednesday -- Speech of Dividends

Tannen, Deborah. 1995. "The Power of Talk: Who Gets Heard and Why." *Harvard Business Review*. Available Online: <https://hbr.org/1995/09/the-power-of-talk-who-gets-heard-and-why>

Green, Sarah. 2014. "The Dangers of Confidence." Interview with Dr. Tomas Chamorro-Premuzic.

Heen, Sheila; Stone, Douglas. 2014. "Find the Coaching in Criticism." *Harvard Business Review*.

-- **Module No. 7 | Professional Speech** --
-- **Speech Project Abstracts Due** --

Week Thirteen

Co-Production: Editing, Chopping & Tweaking

Carmine, Gallo. 2015. *Talk Like TED*. St. Martin's Griffin: New York. Selected Reading: Chapter 7-8.

-- **Speech Writing & Delivery Workshop** --

Week Fourteen

Final Speech Projects

Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill. Selected Reading: Chapter 7 "Delivering Speeches."

-- **Speech Writing & Delivery Workshop** --

-- Speech Projects --

Week Fifteen

Final Speech Projects

Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill. Selected Reading: Chapter 7
“Delivering Speeches.”

--Speech Projects --

X. 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, policy.usc.edu/scientific-misconduct.

Support Systems:

Student Health Counseling Services - (213) 740-7711 – 24/7 on call
engemannshc.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call
suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-4900 – 24/7 on call
engemannshc.usc.edu/rsvp

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED) | Title IX - (213) 740-5086
equity.usc.edu, titleix.usc.edu

Information about how to get help or help a survivor of harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations.

Bias Assessment Response and Support - (213) 740-2421

studentaffairs.usc.edu/bias-assessment-response-support

Avenue to report incidents of bias, hate crimes, and microaggressions for appropriate investigation and response.

The Office of Disability Services and Programs - (213) 740-0776

dsp.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710

studentaffairs.usc.edu/sssa

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101

diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call

dps.usc.edu

Non-emergency assistance or information.