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 360º 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**

<p>| | |</p>
<table>
<thead>
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<tbody>
<tr>
<td>Modules (7)</td>
<td>30% of overall mark</td>
</tr>
<tr>
<td>Mid-Semester Speeches (5)</td>
<td>40% of overall mark</td>
</tr>
<tr>
<td>Speech Project</td>
<td>30% of overall mark</td>
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**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 throughout 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:

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>95% to 100%</td>
<td>A</td>
</tr>
<tr>
<td>90% to 94%</td>
<td>A-</td>
</tr>
<tr>
<td>87% to 89%</td>
<td>B+</td>
</tr>
<tr>
<td>84% to 86%</td>
<td>B</td>
</tr>
<tr>
<td>80% to 83%</td>
<td>B-</td>
</tr>
<tr>
<td>77% to 79%</td>
<td>C+</td>
</tr>
<tr>
<td>74% to 76%</td>
<td>C</td>
</tr>
<tr>
<td>70% to 73%</td>
<td>C-</td>
</tr>
<tr>
<td>67% to 69%</td>
<td>D+</td>
</tr>
<tr>
<td>64% to 66%</td>
<td>D</td>
</tr>
<tr>
<td>60% to 63%</td>
<td>D-</td>
</tr>
<tr>
<td>0% to 59%</td>
<td>F</td>
</tr>
</tbody>
</table>

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**


**VIII. Important Dates**

**Term Speeches**

- Speech No. 1 | Introduction Speech, 29 January
- Speech No. 2 | Persuasive Speech, 10 February
- Speech No. 3 | Informative Speech, 24 February
- Speech No. 4 | Epideictic Speech, 2 March
- Speech No. 5 | Special Occasion Speech, 9 March

**Modules**

- Module No. 1 | Presenting Selves, 15 January
- Module No. 2 | Modes of Persuasion, 22 January
- Module No. 3 | Ethics of Representing Suffering, 5 February
- Module No. 4 | Impromptu Speaking, 12 February
- Module No. 5 | Transformative Speaking, 11 March
- Module No. 6 | Narrative Rhetoric, 30 March
- Module No. 7 | Professional Speech, 1 April

**Speech Project** | Information, Sensory Aid Speech | 22, 27 & 29 April
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: 13 & 15 January
Overview of Public Speaking

-- Module No. 1 | Presenting Selves, 15 January --

Week Two: 22 January (Dr. Martin Luther King Observance Day)
Persuading Ways

-- Module No. 2 | Modes of Persuasion, 22 January --

Week Three: 27 & 29 January
Sweaty Palms and Calm

-- Guest | Julie Wolfson, 27 January --

-- Speech No. 1 | Introduction Speech, 29 January --
Week Four: 3 & 5 February
The Public Sphere: Social Harms & Goods
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

Additional Reading

Week Five: 10 & 12 February
Call To Action: Reveille!

--- Speech No. 2 | Persuasive Speech, 10 February ---
--- Module No. 4 | Impromptu Speaking, 12 February ---

Week Six: 19 February
Authenticity, Emotion and Knowledge

--- Guest | Admissions Center, 19 February ---

Week Seven: 24 & 26 February
Monday
--- Speech No. 3 | Informative Speech, 24 February ---

Wednesday
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”)


**Week Eight: 2 & 4 March**

*Monday*

-- Speech No. 4 | Epideictic Speech Due, 2 March --

*Wednesday*


**NOTE:** READ FOLLOW HYPERLINK TO WATCH OBAMA DELIVER EULOGY


-- Guest | Jocee Hudson, 4 March --

**Week Nine: 9 & 11 March**

**Lifecycle Events and Ceremonies**


-- Speech No. 5 | Special Occasion Speech, 9 March --

*Wednesday*

**What’s in an Apology?!**


Online: http://www.politico.com/magazine/story/2014/05/the-art-of-the-political-apology-106458

Additional Reading

-- Module No. 5 | Transformative Speaking, 11 March --

-- Spring Break 15 -22 March --

Week Ten: 23 & 25 March
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.

Additional Reading

Week Eleven: 30 March and 1 April
Monday
-- Module No. 6 | Narrative Rhetoric, 30 March --

Wednesday
Professional Speaking
Green, Sarah. 2014. “The Dangers of Confidence.” Interview with Dr. Tomas Chamorro-Premuzic.

-- Module No. 7 | Professional Speech, 1 April --
-- Guest | Barry Paul Price, 1 April --
-- Speech Project Abstracts Due, 1 April --
Week Twelve: 6 & 8 April
Performative Speech: Props, Demonstrations, Visuals and Space

Week Thirteen: 13* & 15 April
Co-Production: Editing, Chopping & Tweaking
-- Mandatory Office Hours | Dates TBD--
-- Speech Writing & Delivery Workshop, 15 April --

Week Fourteen: 20 & 22 April
Final Speech Projects
-- Speech Writing & Delivery Workshop, 20 April --

-- Speech Projects, 22 April --

Week Fifteen: 27 & 29 April
Final Speech Projects
-- Speech Projects, 27 & 29 April --

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-- Public Speaking Self-Evaluation Final Papers Due Online | 11 May --

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X. Add/Drop Dates
Friday, January 31: Last day to register and add classes for Session 001
Friday, January 31: Last day to drop a class without a mark of “W,” except for Monday-only classes, and receive a refund for Session 001
Tuesday, February 4: Last day to drop a Monday-only class without a mark of “W” and receive a refund for Session 001
Friday, February 28: Last day to drop a course without a mark of “W” on the transcript for Session 001. [Please drop any course by the end of week three (or the 20 percent mark of the session) to avoid tuition charges.]

Friday, February 28: Last day to change pass/no pass to letter grade for Session 001. [All major and minor courses must be taken for a letter grade.]

Friday, April 3: Last day to drop a class with a mark of “W” for Session 001

**XI. Statement on Academic Conduct and Support Systems**

**Academic Conduct**

**Plagiarism**

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**

*Counseling and Mental Health* - (213) 740-9355 – 24/7 on call
studenthealth.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 and Services (RSVP)* - (213) 740-9355(WELL), press “0” after hours – 24/7 on call
studenthealth.usc.edu/sexual-assault
Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

*Office of Equity and Diversity (OED)* - (213) 740-5086 | *Title IX* – (213) 821-8298
equity.usc.edu, titleix.usc.edu
Information about how to get help or help someone affected by 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. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

*Reporting Incidents of Bias or Harassment* - (213) 740-5086 or (213) 821-8298
usc-advocate.symplicity.com/care_report
Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity |Title IX for appropriate investigation, supportive measures, and response.