Course Description
An introduction to the fundamental principles and techniques of effective oral communication. Students will frequently prepare and present talks of informative or persuasive intent. Emphasis will be placed on the collection, analysis, and organization of material appropriate to typical public address situations, as well as on the linguistic, vocal, and physical skills needed for effective delivery.

Student Learning Outcomes
By completing this course, students will be able to:
- Express themselves critically and creatively through public speaking
- Understand fundamental speech concepts and strategies and apply them in practice
- Analyze audiences to meet their communicative needs and respect their boundaries
- Conduct research and present evidence as components of speech activities
- Effectively supplement their speeches with multimedia tools and visual aids
- Apply inclusivity criteria to their speeches
- Apply ethics common to the communication discipline in the construction of speeches
- Describe the fundamentals of voice anatomy
- Apply fundamental vocal techniques as part of a healthy speech practice
- Build their confidence as public speakers

Course Expectations / Policies
You are required to take responsibility for your actions and must honor the attempts of others to improve themselves. You will be asked to challenge yourself, expand your comfort zones, and respect those around you. A speech class can be one of the best classes you will take because the classroom environment is so positive and constructive. This class is about growth, yours and your classmates.

This is also a class about self-expression. Everyone in this class will fumble, everyone will improve, and hopefully, everyone will have fun. I will make every effort to create a classroom environment where people feel comfortable and confident expressing themselves. This includes everyone and anyone! Therefore, I will not tolerate racist, sexist, homophobic, condescending, or judgmental language in our class discussions or your presentations. We will discuss a wide variety of interesting issues this semester. You never have to agree with an idea, example, experience, or concept, but you must listen receptively to everyone. If I feel you are unable to offer classmates your undivided respect, you will be removed. The only person you are allowed to make fun of in this class is yourself-and even self-deprecation should be kept to a minimum and only be used as a rhetorical device in a speech.

Required Reading and Supplementary Reading
Public Speaking Project

Speak for Yourself: An Introduction to Public Speaking by Adam Navarro.
Description and Assessment of Assignments

Introduction / Interview Speech (5 points): Will be announced in class. Two parts.

Cultural Narrative Speech (10 points): This is a (3-5 minute) speech that requires you to tell the class a story about yourself. This story should exhibit your relationship to a particular culture (i.e. race, gender, sexuality, sports team, academic club, workplace, etc.). No outline is required. Look to the Cultural Narrative Speech Handout for further instruction.

Informative Speech (15 points): This is a (7-9 minute) original, factual speech on a realistic subject to fulfill the general goal of informing the audience. Your Informative Speech will consist of an introduction (attention getter, thesis, & preview statement), 3 main points, transitional devices, at least 4 credible sources, and a conclusion (restated preview statement, thesis, & attention getter). Typed outline required. Look to the Informative Speech Handout for further instruction.

Special Occasion Speech (10 points): This is a (2-3 minute) original speech designed to prepare you for speeches that are given in ceremonial contexts (funeral, graduation, weddings, etc.) No outline is required. Look to Special Occasion Speech Handout posted on my website for further instructions.

Persuasive Speech (20 points): This is a (10-12 minute) original speech designed to inspire, reinforce, or change beliefs, attitudes, values, or actions of the audience. Much like the informative speech, you will be graded on the use of organizational techniques. You will be required to incorporate 6 credible sources. Look to the Persuasive Speech Handout for further instruction.

Midterm (10 points) & Final Exam for (15 points): Multiple Choice & Short Answer. Review for exams will be in class.

Participation (15 points): The class will be assigned participation activities (quizzes, role play, application games, in-class analyses, etc.) almost every day of class. If you are not here, you will be unable to participate which will result in point deductions. Much of your participation will rely on chapter readings assigned in this course. If you are unable to answer particular questions because you are behind in the reading, your participation score will be reduced. Additionally, your participation score also reflects your ability to effectively listen to others. Listening is after all a theoretical component, which the author of your textbook dedicates an entire chapter to. Furthermore, the nature of this class requires heavy personal disclosure of experiences—so if you aren’t providing your full attention, you are at risk of seeming insensitive. If you are a bad audience member, if you are caught distracted by a laptop, cell phone, practicing your speech, writing your personal to-do lists, doing homework, fingernails, split ends, a loud candy wrapper, or your peer’s love notes, your participation score will be reduced.

And finally, attendance and tardiness impact your participation score significantly. Each tardy results in a .25 -point deduction. It is also your responsibility to make sure that I have you documented as tardy and not absent before you leave. Otherwise, you will receive a .5-point deduction. (Refer to make-ups/unexcused absence policy below for rule contingencies.)

Make-Ups/Unexcused Absences

No “late” papers/presentations will be accepted and no make-up exams will be given unless you have an excused absence. Unexcused absences will result in a grade of zero (0) for all assigned work and presentations.

Excused absences include the following and only the following:
- A physician’s verified medical excuse.
- A school-sponsored event (e.g.: debate tournament, athletic event) in which you are a participant. In this case, it is your responsibility to show me written verification from your coach before the event occurs.
- A funeral provided you bring me the funeral program.

If you are tardy the day a speech is due, you will receive a letter grade point deduction for every student speech you miss. You are not allowed to walk into class while others are presenting. Therefore, missing a speech or two could make you 20-30 minutes late.
ACADEMIC HONESTY: Cheating and plagiarism are serious violations of the student conduct code. Cheating or plagiarizing will result in a zero on the assignment or test and may result in suspension, failure in the course, and/or other disciplinary action taken by the College. All incidents of cheating and plagiarism will be reported to the Office of Student Affairs.

Breakdown of Grade

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>% of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interview / Introduction Speech</td>
<td>5</td>
<td>5%</td>
</tr>
<tr>
<td>Cultural Narrative Speech</td>
<td>10</td>
<td>10%</td>
</tr>
<tr>
<td>Informative Speech</td>
<td>15</td>
<td>15%</td>
</tr>
<tr>
<td>Special Occasion Speech</td>
<td>10</td>
<td>10%</td>
</tr>
<tr>
<td>Persuasive Speech</td>
<td>20</td>
<td>20%</td>
</tr>
<tr>
<td>Midterm</td>
<td>10</td>
<td>10%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>15</td>
<td>15%</td>
</tr>
<tr>
<td>Participation</td>
<td>15</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**GRADING SCALE out of 100 points (Total number of points accumulated)**

- 94 to 100%: A
- 80% to 83%: B-
- 67% to 69%: D+
- 90% to 93%: A-
- 77% to 79%: C+
- 64% to 66%: D
- 87% to 89%: B+
- 74% to 76%: C
- 60% to 63%: D-
- 84% to 86%: B
- 70% to 73%: C-
- 0% to 59%: F

**Grading Standards**

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Excellent; demonstrates extraordinarily high achievement; comprehensive knowledge and understanding of subject matter; all expectations met and exceeded.</td>
</tr>
<tr>
<td>B</td>
<td>Good; moderately broad knowledge and understanding of subject matter; explicitly or implicitly demonstrates good, if not thorough understanding; only minor substantive shortcomings.</td>
</tr>
<tr>
<td>C</td>
<td>Satisfactory/Fair; reasonable knowledge and understanding of subject matter; most expectations are met; despite any shortcomings, demonstrates basic level of understanding.</td>
</tr>
<tr>
<td>Grade</td>
<td>Description</td>
</tr>
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<td>-------</td>
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</tr>
<tr>
<td>D</td>
<td>Marginal; minimal knowledge and understanding of subject matter; more than one significant shortcoming; deficiencies indicate only the most rudimentary level of understanding.</td>
</tr>
<tr>
<td>F</td>
<td>Failing; unacceptably low level of knowledge and understanding of subject matter; deficiencies indicate lack of understanding.</td>
</tr>
</tbody>
</table>

**Grading Timeline**
I am planning to complete all grading of assignments within one week of their due dates. Please reach out to me if you are missing feedback on any of your assignments.

**Tentative Class Schedule**

**August 22nd**
Overview of Course Syllabus/Expectations
Overview of Student Codes of Conduct
Meet positive buddy
Introduction / Interview Speech

**August 24th**
Continue Interview Speech. Name Game (if time permits)
*Homework: Read Chapter 1 (Becoming a Public Speaker) by the following class period.*

**August 29th**
Discuss Chapter 1 (Becoming a Public Speaker)
*Homework: Read Chapter 5 (Listeners and Speakers) by the following class period.*

**August 31st**
Discuss Chapter 5 (Listeners and Speakers)
*Homework: Read Chapters 3 (Managing Speech Anxiety), 16 (Language), 17 (Methods of Delivery), 18 (The Voice), 19 (The Body). Bring in a hard copy of your favorite poem/song (no length/language requirement).*

**September 5th**
Campus Closed (Labor Day)

**September 7th**
Discussion Chapters 3 (Managing Speech Anxiety), 16 (Language), 17 (Methods of Delivery), 18 (The Voice), 19 (The Body).
Improv Workshop
Delivery Workshop
*Homework: Prepare Cultural Narrative Speech*

**September 12th**
Cultural Narrative Speeches Due Group A
*If you are tardy the day a speech is due, you will receive a letter grade point deduction for every student speech you miss. You are not allowed to walk into class while others are presenting. Therefore, missing a speech or two could make you 20-30 minutes late.*

**September 14th**
Continue Cultural Narrative Speeches Group B
*Homework: Read Chapter 2 (Overview of a Speech), 4 (Ethical Public Speaking), 6 (Analyzing the Audience), 21 (Informative Speaking).*

**September 19th**
Discuss Chapter 2 (Overview of a Speech), 4 (Ethical Public Speaking), 6 (Analyzing the Audience), 21 (Informative Speaking)
Overview of Informative Speech Assignment
*Homework: Read Chapter 7 (Selecting a Topic and Purpose), Chapter 8*
September 21st
Discuss Chapters 7 (Selecting a Topic and Purpose), Chapter 8 (Developing Supporting Material), Chapter 9 (Locating Supporting Material), and Chapter 20 (Presentation Aids).
Banned Topics
Homework: Determine Informative Topic. Have 3 topics picked out for the next class.

September 26th
Topic Approval. Your topic must be approved by me. You will read three researched-based topics for today. I may ask you to cite your research orally to make sure it is credible. The class will vote on what speech they want to hear and that is the topic you will do.
Homework: Read Chapters 10 (Internet Research), and Chapter 11 (Citing Sources in your Speech).

September 28th
Citation Activity
Homework: Read Chapters 12 (Organization), 13 (Organizational Patterns), 14 (Outlining the Speech), and 15 (Introducing and Concluding the Speech).

October 3rd
Topic Revisions
Discuss Chapters 12 (Organization), 13 (Organizational Patterns), 14 (Outlining the Speech), and 15 (Introducing and Concluding the Speech).

October 5th
Outline Activity
Midterm Review
Homework: Study for Midterm
Complete Informative Outline. Incomplete outlines will not receive full participation credit, which is the equivalent of losing a letter grade on the Informative Speech.

October 10th
Midterm
Homework: Complete Informative Outline. Incomplete outlines will not receive full participation credit, which is the equivalent of losing a letter grade on the Informative Speech.

October 12th
First Drafts of Informative Outlines are due at the Beginning of Class. You will hand in the first draft of your typed outline. I will look over common errors for you to correct before you hand in your final draft. If you do not bring a printed, typed outline today, you lose participation points.
Homework: Rehearse Informative Speech.

October 17th
Delivery Bootcamp
You will continue to work on your outlines but also be prepared to deliver parts of your speech. I may ask you to deliver portions of your speech to the class. Be ready.
Homework: Prepare final drafts and speeches for the next class.

October 19th
Final Draft Informative Outlines and Speeches Due (Group 1)
All revised student outlines are collected on 10/19/2022. Must submit a typed, printed copy. The instructor will not accept rough drafts of outlines that are handwritten, through email, or sent through google docs. If you want credit for your outline, you must turn in a printed hard copy of it when collected. If you have a college-documented excuse (jury duty, hospitalization, etc.), you will have to staple documentation in addition to contacting me through email with
the reason for your extension.

October 24th

Continue Informative Speeches (Group 2) No outlines will not be accepted today.

October 26th

Complete Informative Speeches (Group 3)

October 31st

Discuss Fallacies
Argumentation Activity

November 2nd

Topic Approval
Discuss Chapter 22 (Persuasion)
Overview of Persuasive Speech Assignment
Homework: Complete Persuasive Speech Outline.

November 7th

First Drafts of Persuasive Outlines Due at the Beginning of Class. You will hand in the first draft of your typed outline. I will look over common errors for you to correct before you hand in your final draft. If you do not bring a typed outline today, you lose participation points.

November 9th

Delivery Bootcamp. You will continue to work on your outlines but also be prepared to deliver parts of your speech. I may ask you to deliver portions of your speech to the class. Be ready.
Homework: Prepare final drafts and speeches for the next class.

November 14th

Final Draft of Persuasive Speeches Outlines Due (Group 3)
(All student outlines are collected on 11/14/2022. Must submit a printed copy.)
All outlines will be collected at the beginning of class. The instructor will not accept final drafts of outlines through email or sent through Google Docs. If you want credit for your outline, you must turn in a printed copy of it when collected.
If you have a college-documented excuse (jury duty, hospitalization, etc.), you will have to staple documentation in addition to contacting me through email with the reason for your extension. All students are expected to attend all days. Students who are tardy on either speech day will receive a deduction for every speech they miss.
Students who miss the first day of speeches will not be given an opportunity to speak if they don’t provide a college-documented excuse. This rule was established to maintain fairness for students who attend the first day and are forced to do their informative speech as a result of your absence. This rule also ensures speakers have an equal amount of audience members. Students who miss speech days will receive a 2-point deduction. If you have jury duty or another college-documented excuse, you may make up the participation points (this should be arranged with me in advance).

November 16th

Continue Persuasive Speeches (Group 2) No outlines will be accepted today

November 21st

Complete Persuasive Speeches (Group 1)

November 23rd

Campus Closed (Thanksgiving Recess)

November 28th

Discuss Chapter 23 (Speaking on Special Occasions).
November 30th  Special Occasion Speeches Due  
If you are tardy the day a speech is due, you will receive a letter grade point deduction for every student speech you miss. You are not allowed to walk into class while others are presenting. Therefore, missing a speech or two could make you 20-30 minutes late.

Final Announcements

December 5th  Study Day  
*Homework: Study for the Final Exam*

December 9th  Final Exam 11 – 1PM  
Final Announcements

Dropping the Class
It is the student’s responsibility to officially withdraw (drop) from the class. Students who no longer attend class but do not withdraw will receive a failing grade (“F”) at the end of the semester, USC policy.

Statement on Academic Conduct and Support Systems

a. 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.” Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, [policy.usc.edu/scientific-misconduct](http://policy.usc.edu/scientific-misconduct).

The School of Communication maintains a commitment to the highest standards of ethical conduct and academic excellence. Any student found responsible for plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will be reported to the Office of Student Judicial Affairs and Community Standards and may be dismissed from the School of Communication. There are no exceptions to the school’s policy.

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course, without approval of the instructor.

b. 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.

**The Office of Student Accessibility Services** - (213) 740-0776
osas.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
uscsa.usc.edu

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.

**Annenberg Student Success Fund**
https://annenberg.usc.edu/current-students/resources/annenberg-scholarships-and-awards

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.