

Public Speaking

SPCH 1315

Section 001

M/W 9:30 a.m.-10:45 a.m.

Room: Communications-English Building Room 99

Instructor: Macee Franco – mfranco@southplainscollege.edu
Office: Communications- English Building
Office hours: Wednesdays 8:30 – 9:30 a.m. and by appointment
Availability also 30 minutes before and after each class period!

Department: Communication Department

Discipline: Communication Studies

Credit: 3 hours lecture

This course satisfies a core curriculum requirement in Speech

Prerequisites: There are no prerequisites for this course.

Available Formats: conventional, hybrid, online and ITV

Campus: Levelland

Inclusive Access Textbook:

From Entry Level to Executive: All Communication Counts, Janine Fox & Kelley Finley
*with Top Hat access *See TextBook information at the end of your syllabus.**

Supplies:

1. Text access through Top Hat
2. Notebook(s) and pen/pencil/highlighter
3. White 3x5 notecards
4. Access to a computer for online activities

PLEASE BE SURE TO BRING PAPER, PEN/PENCIL, & SYLLABUS TO EVERY CLASS.

Course Description: Application of communication theory and practice to the public speaking context, with emphasis on audience analysis, speaker delivery, ethics of communication, cultural diversity, and speech organizational techniques to develop students' speaking abilities, as well as ability to effectively evaluate oral presentations.

This course partially satisfies Core Curriculum Requirement: Institutional Foundational Component Area (090)

Texas Higher Education Coordinating Board Core Objectives addressed:

- **Communication Skills** – to include effective written, oral, aural and visual communication
- **Critical Thinking Skills** – to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information

- **Teamwork Skills** – to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
- **Personal Responsibility** – to include the ability to connect choices, actions, and consequences to ethical decision-making
- **Social Responsibility** – to include intercultural competency, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

Learning Outcomes: Upon successful completion of this course, students will:

- Demonstrate an understanding of the foundational models of communication.
- Apply elements of audience analysis.
- Demonstrate ethical speaking and listening skills by analyzing presentations for evidence and logic.
- Research, develop and deliver extemporaneous speeches with effective verbal and nonverbal techniques.
- Demonstrate effective usage of technology when researching and/or presenting speeches.
- Identify how culture, ethnicity and gender influence communication.
- Develop proficiency in presenting a variety of speeches as an individual or group (e.g. narrative, informative or persuasive).

Course Requirements:

1. You will be tested on class lecture/discussion materials on scheduled quizzes.
2. To take thorough notes, study all lecture material, informational handouts, and assigned readings, and work/prepare in a language understood by instructor and class (English).
3. To actively participate in class discussions and group activities.
4. To show maturity and professionalism in preparation of assignments and in classroom behavior. (*Disruptive/inappropriate behavior may result in being dropped from class.*)
5. To show courteousness to fellow classmates/speakers.
6. To communicate with instructor whenever assistance is needed re: class assignments.
7. To appropriately cite information obtained from other sources.
8. To initiate withdrawal from the course if absences become excessive.
9. Students cannot pass the course and should drop if missing multiple major grades.

Academic Honesty: It is my expectation and the institution's that appropriate citation and documentation is given for materials and information obtained from other sources. Cases of plagiarism will be treated, as will any case of academic dishonesty, with *at least* a failing grade for the assignment/examination. See the *SPC Student Handbook* for more information.

Student Code of Conduct Policy: Any successful learning experience requires mutual respect on the part of the student and the instructor. Neither instructor nor student should be subject to others' behavior that is rude, disruptive, intimidating, aggressive, or demeaning. Student conduct that disrupts the learning process or is deemed disrespectful or threatening shall not be tolerated and may lead to disciplinary action and/or removal from class.

For information regarding official South Plains College statements about diversity, disabilities, non-discrimination, Title V Pregnancy Accommodations, and Campus Concealed Carry, please visit: <https://www.southplainscollege.edu/syllabusstatements/>.

Covid-19 Policy Statement: For information and resources about COVID-19, please visit <https://www.southplainscollege.edu/emergency/covid19-faq.php#>.

Assessment and Grading: This department supports university policies of academic excellence as noted in the student handbook. Interpretation of grades should be considered within the university framework: A=excellent, B=good; C=average; D=inferior; and F=failure. Grades will be calculated based on the amount of points students earn & will be interpreted as: A=900-1000, B=800-899, C=700-799, D=600-699, F=599 and below (for points...you may use percentages if you wish).

Major Speech Assignments 4 speeches or 40%
Exams/Daily Grades/Other 60%

Grades

- All grades will be posted on **Blackboard** before the completion of the next major assignment, unless otherwise notified. For example, grades for speeches will be posted before you have to submit your next speech.
- For any grade grievances, **the “24/7” policy** is in effect. Once speech and assignment grades are handed back, there is a **24 hour waiting period** before they will be discussed with the student. Grade issues that are not addressed within **one week** will be closed for discussion.
- Final grades at the end of the semester are **final**. There will be no “rounding up” to avoid failure of the class or to move up a letter grade.
- If work is not turned in on time you may not receive a grade back within a week.

Attendance Policy:

Your job is to be a student. I expect you to treat it as a job; one you treat with all seriousness, both in performance and in attendance. Because the major portion of classroom time will be devoted to lecture/discussion, classroom activities, and to oral presentations (whether as a speaker or audience member), attendance is expected at all classes and exams.

Speech Topic Policy:

- Speech topics must be appropriate for a classroom setting. Speeches that encourage audience members to participate in illegal and/or unethical actions are not acceptable. All topics **MUST** be approved by your instructor in advance of speech day. Any student who begins a speech on an unapproved topic will be asked to stop speaking and will be considered unprepared for the presentation (see “Speech Day Policies” bullet point one).

Speech Day Policies:

- **You must present your speech during the assigned class period.** Failure to do so will result in **receiving a grade of 0 for the assignment.** The only exception to this policy is a documented and approved excused absence. **Please note that absences from speech days must be approved before the class period, and you must provide your complete outline before the class period. It is your responsibility to contact the instructor to arrange a make-up time.**
- Failure to be prepared on the first day will result in a grade penalty (please see the first bullet point).
- For optimum learning, we strive to develop an atmosphere of acceptance and tolerance. Please be considerate of your fellow classmates, especially when they are speaking. Since you will also speak before this group, give each speaker the attention you would like when you are speaking. **Do not read, study, or talk while another student is speaking. If you are disruptive or are reading/studying etc, you may be asked to leave the class and/or will be considered absent for the day. Cell phones must be turned off or put on silent/vibrate. If you are expecting an emergency phone call, please notify the instructor in advance and leave the classroom when/if the call is made. Do not text, search the Internet, get on social media, or chat. This is very disruptive and inappropriate, and you will be asked to leave the classroom and marked absent.**

In Class Activities:

- Since this is a public speaking class a good deal of the class time will be spent doing group activities and discussing various public speaking concepts. There will be in-class activities, exercises, assignments, and group work that will improve your understanding of the material, and you will be awarded participation points for these activities. **These activities cannot be made up outside of class. It does not matter if the absence is excused or unexcused, you must be in class to participate.**
- **E-mail Policy:**
- You are responsible for checking your South Plains email account regularly for assignments and other information. It is a good idea to check your email before coming to class to be aware of such information.
 - I will respond to emails within 24 hours of receipt during business days. If you e-mail on Friday you may not receive a response until Monday. If you email me with a question at 10:00 am about an assignment due at 12:00 pm that day, I will likely not have time to respond with an answer before turn-in time. Plan ahead!

Assignment Descriptions

Speeches: You will present four major speeches this semester. Each speech will be filmed, uploaded to One Drive and made available to you and your instructor for grading and evaluation purposes. Below is a brief summary of each major speech:

- **Demonstration Speech:** You will deliver a 4 minute speech of demonstration.
- **Informative Speech:** You will deliver a 6 minute informative speech that is not a speech of demonstration.
- **Persuasive Speech:** You will deliver an 8 minute persuasive speech utilizing a claim of policy.
- **Special Occasion Speech:** You will deliver a 1-3 minute speech

Exams: You will complete 10 quizzes during the semester at 20 points each that will cover chapter readings, and weekly assignments.

Assignments and Activities: During the semester, you will be asked to complete various learning activities.

- **Impromptu Speech Activity:** This assignment will require you to deliver a short, 1–2 minute impromptu speech.
- **Self-Critiques:** You will be required to write a self-evaluation after each major speech.
- **In Class Activities:** Short projects and activities will be completed in or out of class to apply public speaking theory and concepts. In-class assignments cannot be made up without official, documented justification.
- **Communication Improvement Profile:** The purpose of this assignment is to evaluate your typical communication habits and to determine three specific communication improvement goals for the semester.

Group Project: During the semester, you will be asked to complete a group project (more details will be given later in the semester).

Course Assignment	Maximum Points	Points I Earned
Speeches	620 Total	
• Impromptu/Introduction Speech	20	
• Demonstration/How To Speech	50	
• Demonstration speech Self-Critique	20	
• Informative Speech	120	
• Informative Speech Outlines	30	
• Informative Speech Self - Critique	30	
• Persuasive/Policy Speech	150	
• Persuasive Speech Outlines	50	
• Persuasive Speech Self - Critique	50	
• Special Occasion Speech	80	
• Special Occasion Speech Outlines	20	
Quizzes	200 Total	
• 10 quizzes @ 20 Points Each	200	
Assignments and Activities	180 Total	
• Communication Improvement Profile	50	
• In-Class Activities	70	
• Group Project	60	
	1000 Possible Points	
		Total Points I earned:

M/W Tentative Daily Schedule

Date	Lecture, Assignments, Homework, & Due Dates	Corresponding Reading
WEEK 1		
W 1/17	Course Introduction, Instructor Introduction, Syllabus Review Introduction Speeches	Buy Textbook
WEEK 2		
M 1/22	Chapter 1: Communication Principles	Chapter 1
W 1/24	Chapter 1 continued w/activities	Chapter 1
WEEK 3		
M 1/29	Chapter 2: Listening	Chapter 2
W 1/31	Visual Aids Getting Ready for your First Speech How To Speech Topic Check	
WEEK 4		
M 2/5	Quiz 1 Due – Chapter 3: Speech Development Preparation for How To Speeches	Chapter 3
W 2/7	How To Speeches	
WEEK 5		
M 2/12	Quiz 2 Due – Chapter 4: Types of Speeches	Chapter 4
W 2/14	Organization Activity How To Self-Critique Due	
WEEK 6		
M 2/19	Quiz 3 Due – Chapter 5: Organizational Patterns	Chapter 5
W 2/21	Chapter 6: Mediums of Communication Review Intro and Conclusion	Chapter 6
WEEK 7		
M 2/26	Quiz 4 Due – Chapter 7: Research and Citations	Chapter 7
W 2/28	Informative Speech Workshop Day Review Informative Speeches	
WEEK 8		
M 3/4	Quiz 5 Due Informative Speech Day	
W 3/6	Informative Speech Day	
WEEK 9		

M 3/11	SPRING BREAK!	
W 3/13	SPRING BREAK!	
WEEK 10		
M 3/18	Quiz 6 Due Chapter 8: Presentation Aids	Chapter 8
W 3/20	Review over chapters 1-8 In Class Activity	
WEEK 11		
M 3/25	Quiz 7 Due Go over Persuasive Speeches	
W 3/27	Workshopping Persuasive Speeches	
WEEK 12		
M 4/1	Quiz 8 Due Persuasive Speech Day	
W 4/3	Persuasive Speech Day	
WEEK 13		
M 4/8	Quiz 9 Due Chapter 9: Resumes and Interviewing	Chapter 9
W 4/10	Chapter 10: Collaboration in Teams	Chapter 10
WEEK 14		
M 4/15	Chapter 11: Special Topics	Chapter 11
W 4/17	Chapter 11 continued: Group Project Assignment	
WEEK 15		
M 4/22	Quiz 10 Due Chapter 12: So What? Case Studies and Research	
W 4/24	Special Occasion Speech Topic Check Persuasive Speech Self-Critique Due	
WEEK 16		
M 4/29	Special Occasion Speeches	
W 5/1	Make Up Special Occasion Speeches	
WEEK 17		
5/6	FINAL GRADES POSTED ON BLACKBOARD	