

## **CMST 1315 .003 | Public Speaking**

Instructor: Tiffany Petty Gilliam

Time/Date: T/Th 12:30 pm – 1:50 pm

Location: CAS 258

Office: By appointment

Phone: 903-747-2002

Email: [tgilliam@uttyler.edu](mailto:tgilliam@uttyler.edu)

Office Hours: By appointment

### **Course Description**

This course aims to make you a more effective professional communicator, analytical thinker, and critical listener. Throughout the semester, you will study the theories and principles of effective communication through both individual practice and listening and critiquing the performances of other speakers. These assignments and exercises will develop your speaking abilities, organizational and preparation techniques, and the capacity to effectively appraise your audience and diverse backgrounds and ethically apply communication theory. By the end of the semester, you should be able to plan and prepare professional, informative, persuasive, and other types of presentations.

### **Major Skill(s) Development**

#### **1. Critical Thinking**

Construct and articulate logical arguments to justify sound conclusions in a variety of speaking contexts.

#### **2. Communication**

Communicate and interpret ideas effectively through written, oral, and visual/technological means. Students will not only be able to demonstrate this skill in formal extemporaneous presentations but also through their written evaluations of themselves and others.

#### **3. Personal Responsibility**

Defend a personal ethical position that incorporates ethical decision-making, proper and justified research to support the idea, compelling organization, and appropriate reasoning free of fallacies within their formal presentations. Students will also demonstrate their personal responsibility through classroom interactions and engagement/listening during others' presentations.

#### **4. Public Speaking Theory**

Comprehend a basic level of understanding about public speaking theory and the foundational models of communication.

#### **5. Delivery Skills**

Display and continually improve content, structure, style, and delivery skills in the presentation of informative, persuasive, and analytical messages to effectively impact a given (and thoroughly analyzed) audience.

## Textbook

### Primary Textbook:

Stephen E. Lucas, The Art of Public Speaking, 13th edition. New York: McGraw Hill, 2020.  
[FREEbook below]

(<https://ebookcentral.proquest.com/lib/uttyler/detail.action?docID=6328469>)

## Brief Assignment Descriptions

### 1. Speeches (5 speeches, 850 points total):

Our primary focus is to develop your public speaking skills. The speeches will include:

- Introductory Speech (50 points)
- Informative Speech (100 points)
- Controversy Analysis Speech (150 points)
- Persuasive Speech (250 points)
- Group Speech (350 points)

These grades will include outlines for each speaker as given throughout every assignment. Points will be deducted if the outline does not meet the requested standards of the assignment. All outlines must be:

- 12pt Times New Roman Font
- One Page Max, front only
- Normal Margins
- Following the given outline template for each speech
- Highlights allowed
- Clarity is key

### 2. Final Exam (150 points):

The final exam will gauge comprehension of the topics covered over the semester. The exam is untimed and open-book/open-note. It will be administered through Canvas and completed outside of class time. **\*\*\*Opens on 4/20 and closes at midnight 5/1\*\*\***

### 3. Participation (10 points):

This grade will be based on your performance, participation, and the overall degree to which you engage with the course material, work collaboratively and respectfully with your classmates, and actively seek to develop your public speaking competencies.

### 4. Topic Selection (10 points):

You will earn 10 points for selecting a relevant, meaningful, and content-rich topic for your speech. This topic will be approved by your class (aka audience) and will serve as the foundation for all your speeches.

## Grading Structure

Assignment	Points	Percentage
Speeches**	850	85%
Introductory Speech	50	5%
Informative Speech	100	10%
Controversy Analysis Speech	150	15%
Persuasive Speech	250	25%
Group Speech	350	35%
Final Exam	150	15%
Participation	10	1%
Topic Selection	10	1%
Total	1000	100%

## Schedule (Tentative)

Week	Topic	Reading	Due
<b>Week 1</b>			
13-Jan	Course Introduction & Syllabus		
15-Jan	Encountering the Other	Ch 1	
<b>Week 2</b>			
20-Jan	Introductory Speech Prep	Ch 2	
22-Jan	Introductory Speech Practice	Ch. 3, 4	
<b>Week 3</b>			
27-Jan	Introductory Speeches		Outlines due
29-Jan	Introductory Speeches	Ch 5, 15 Ch. 7, 8	IN CLASS & ON CANVAS
<b>Week 4</b>			
3-Feb	Selecting Topic	Ch. 6	
5-Feb	Topic Votes	Ch. 10	

**Week 5    Informative Speeches**

10-Feb	Informative Speech Prep	Ch. 9
12-Feb	Informative Speech Practice	Ch.11,13

**Week 6**

		Outlines due IN CLASS & ON CANVAS
17-Feb	Informative Speeches	
19-Feb	Informative Speeches	

**Week 7    Analysis of Controversy Speeches**

24-Feb	Controversy Prep	Ch. 12
26-Feb	Controversy Practice	Ch. 14

**Week 8    Analysis of Controversy Speeches**

		Outlines due IN CLASS & ON CANVAS
3-Mar	Analysis of Controversy Speeches	
5-Mar	Analysis of Controversy Speeches	

**Week 9    SPRING BREAK**

10-Mar	Have Fun	Ch. 16
12-Mar	Be Safe	Ch. 17

**Week 10    Persuasive Speeches**

17-Mar	Persuasive Prep
19-Mar	Persuasive Practice

**Week 11    Persuasive Speeches**

		Outlines due IN CLASS & ON CANVAS
24-Mar	Persuasive Speeches	
26-Mar	Persuasive Speeches	

**Week 12    Group Speeches!**

31-Mar	Confirm/Approve Groups	Ch. 18
2-Apr	Formulate a Plan	Ch. 20

**Week 13    Group Speeches**

7-Mar	Group Speech Prep	Ch. 19
9-Apr	Group Speech Practice	

**Week 14 Group Speeches**

14-Apr Group Speeches  
16-Apr Group Speeches

Outlines due  
IN CLASS & ON CANVAS  
+Peer Evaluations

**Week 15 FINAL EXAMS (no class)**

21-Apr EXAM OPENS Monday, APRIL 20  
23-Apr EXAM CLOSES Friday, MAY 1

FINAL DUE 11:59pm on 05/01

**Late Work and Make-Up Exams**

Late work will not be accepted. Make-up speeches are allowed only with prior notice and under extenuating circumstances (e.g., medical emergencies, family emergencies).

**Attendance Policy**

Attendance is required for all scheduled class meetings. If you miss more than two classes, it will impact your final grade. You are responsible for any material covered in class during your absence. You are also responsible for notifying the professor about any and all potential absences.

**University Policies & Student Resources**

University policies and student resources are available on the University website and in Canvas under “Syllabus”.