

IF YOU CAN SPEAK, YOU CAN INFLUENCE. IF YOU CAN INFLUENCE, YOU CAN CHANGE LIVES.

- Rob Brown, Founder and CEO of the Networking Coaching Academy

No doubt, you are a combination of anxious, excited, annoyed, and/or overwhelmed. 😞 😊 😊 Know that you and your fellow classmates are each in the same position. Each day of class is designed to build your confidence and ease your nerves to guide you through the process of speaking in front of others. We will work to transform your initial stress into newfound confidence in your communication abilities. You might find yourself standing before the class with little preparation, but this is a safe space where everyone is learning together.

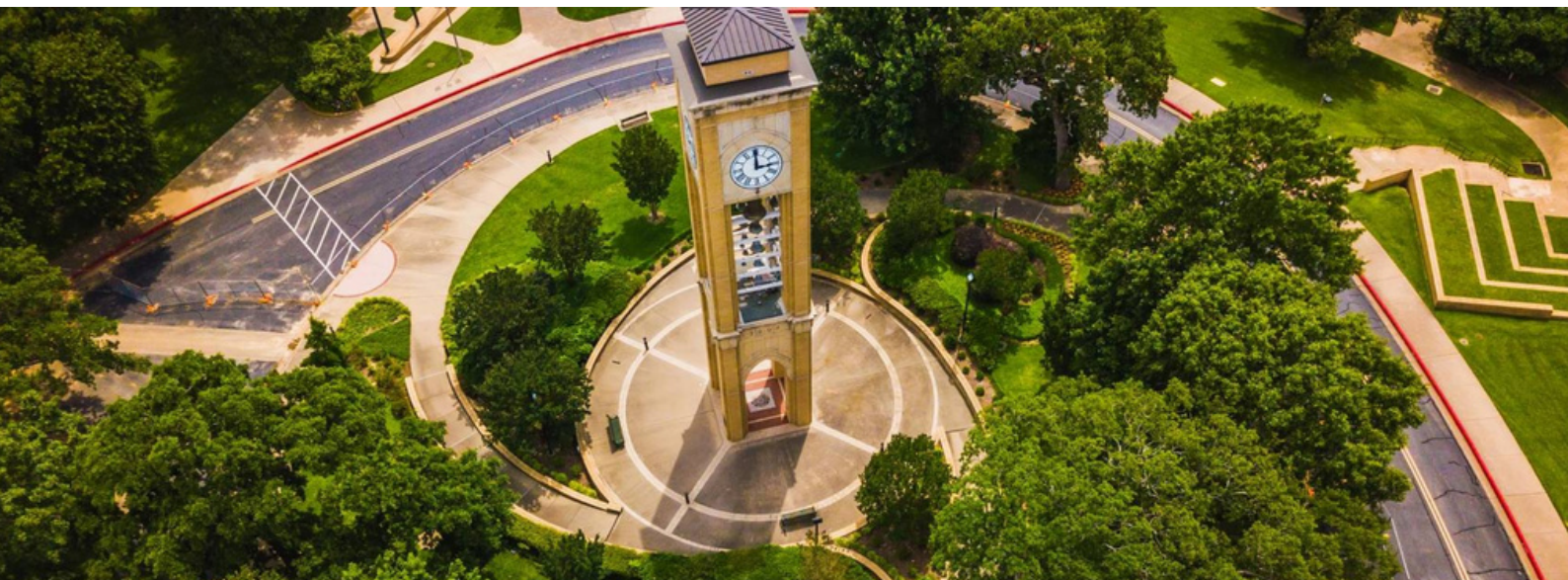
I encourage you to show up; this skill takes practice! You'll discover that the anticipation and nerves will gradually give way to a sense of accomplishment and confidence. You're not alone on this path; your classmates and instructors are here to support you every step of the way.

In this course you can expect to gain effective professional communication, analytical thinking, and critical listening skills.

Students study the principles and practices of effective communication, apply these principles in a variety of assignments, and critique the performances of other speakers. These assignments and exercises will work at developing your speaking abilities, organizational and preparation techniques. We will increase your capacity to ethically apply communication theory, and effectively appraise an audience and their diverse backgrounds.

Expect to:

1. Give 4 speeches of increasing scale throughout the semester
2. Provide preparation documentation for each speech
3. Actively listen when others are giving their speeches
4. Provide constructive feedback to your classmates
5. Produce college level work



Times & Locations

Class - Tue/Thu 2:00pm-3:20pm CAS 258
Office Hours - after class or by appointment 9a-5p.

Instructor Contact Info

Steve Myers
Office: LIB 127D
Office Phone: 903-566-7127
Email: stephenmyers@uttyler.edu

Required Materials

Stephen E. Lucas, The Art of Public Speaking, 13th edition.
New York: McGraw Hill, 2020.
<https://ebookcentral.proquest.com/lib/uttyler/detail.action?docID=6328469>

Canvas Access -
All assignments, feedback forms, submissions, and communications will be through our Canvas course.
<https://uttyler.instructure.com/courses/48553>

"The way you overcome shyness is to become so wrapped up in something that you forget to be afraid."
– Claudia 'Lady Bird' Johnson

We will work on these skills:

1. **Communication Skills** - effective development, interpretation and expression of ideas through written, oral and visual communication
2. **Critical Thinking Skills** - creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
3. **Teamwork** - ability to consider different points of view and to work effectively with others to support a shared purpose or goal
4. **Personal Responsibility** - ability to connect choices, actions and consequences to ethical decision-making

Attendance & Participation:

Attendance is necessary to be successful in this class. Each class period will earn you 100 points for the day, 80 points if you are late, or zero points for an unexcused absence. Your attendance grade will be an average of these points within the 20% for Participation. Excused absences will be at the instructor's discretion and will often require a doctor's note or other form of documentation.

Leaving early without communicating with me will be considered an absence.

An absence from my class places more responsibility on you to understand and complete the work on your own. Communicating with me beforehand is the best way to earn my help. If you need assistance because of university-related absences (e.g., sports, conferences etc.), contact me before the missed class.

Speech Days: Students will be assigned a speech day the previous week. Students who fail to deliver speeches on their assigned day(s) will not have the opportunity to give them at a later date unless arranged prior to the speech day.

Participation: Throughout the semester, you will be asked to partake in discussion and contribute to class. Each day's exercises are designed to help you push through the stress of speaking in front of a crowd and give you more confidence in your abilities. This will often involve getting in front of the class with very little preparation. Please be ready to participate by having read the course materials for that class period, with your own thoughts, questions, or insight, and by bringing an open and collaborative attitude.

Final Grade Distribution:

20% - Attendance/Participation
15% - Speech 1
20% - Speech 2
25% - Speech 3
20% - Group Speech



Course Policies:

Elasticity Clause: I reserve the right to modify the existing course calendar and assignments as needs arise and time allows. Reasonable notice will be given upon any change.

Classroom Civility: People and ideas must be treated with respect. Please avoid disruptive behavior that makes it difficult for others to focus and perform.

Communicating with Me: There will be a Canvas discussion board for specific questions about assignments and course logistics. Anything personal, (examples: absences, anything involving a grade) should be sent to me via email. Please allow 24 to 48 hours as a reasonable response time for emails. I rarely check my email on the weekends.

Personal Devices: There will be many times where you will need a phone or computer with access to Canvas for my class. However, outside of those times, it would be best to not use your computer or phone in my class. If you need

or strongly prefer a laptop for taking notes and accessing readings, please commit to using the laptop only for class-related work.

Iterative Grading: Due to the creative nature of crafting a speech, you will often be given the opportunity to make changes to your assignment submissions and resubmit. Your first submission for each assignment must be turned in on-time to receive this benefit. After that, you are welcome to incorporate any suggestions I or your classmates have and resubmit your assignment. This means you will receive a new grade (higher or lower) and additional feedback. You may do this up to three times before you deliver your corresponding speech. Once you deliver your speech in class, you will no longer be able to resubmit.

Late Work: For each day your initial submission is late, you will lose a point on that assignment reducing the highest grade you can receive.

**“Be yourself, everyone else is already taken.”
- Oscar Wilde**

Artificial Intelligence:

UT Tyler is committed to exploring and using artificial intelligence (AI) tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools' ethical, societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler's Honor Code. Faculty and students must not use protected information, data, or copyrighted materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course (see below) is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler's Academic Integrity Policy.

For this course, AI is encouraged during the speech development process. You may use AI tools, such as ChatGPT, as you develop your speech. However, there are limitations to its uses in the following ways:

Inappropriate uses:

- Using the LLM to write the entire speech
- Using generated content without revision
- Using generated facts without external citation

Appropriate uses:

- Brainstorming speech topics
- Refining speech topics
- Developing a thesis statement
- Overcoming writers block
- Organizing points and speech structure feedback
- Brainstorming persuasion strategies
- Brainstorming introductions and closing statements
- Generating presentation visuals
- Grammar and spell check

Because AI-generated content is not necessarily accurate or appropriate, it is up to you to assess the validity and applicability of any AI output and its ethical use. Further research and exterior knowledge are always required when using one of these AI tools. Points will be lost for any inaccurate, invalid, or inappropriate information found in your work.

When you give a speech, you reveal who you are and what you care about. If you simply generate a speech without any personal involvement or conviction, this will be evident in your delivery, and your grade will suffer.

Be transformative. Always use your expertise and knowledge to craft a good prompt on the front end, and then modify the output on the back end. This pairing of human and AI working together to produce excellent work is the desired outcome for my classroom.

Any such use must be appropriately acknowledged in the speech either verbally or visually following APA style.

Plagiarism:

The core values of The University of Texas at Tyler are integrity, optimism, curiosity, accountability, leadership, initiative, and development. Each member of the university is expected to uphold these values.

All students must adhere to the UT- Tyler Honor Code ("Honor and integrity that will not allow me to lie, cheat, or steal, nor accept the actions of those who do"). Furthermore, students must complete their work with academic integrity outlined at the [Judicial Affairs Website](#). All students are expected to maintain absolute honesty and integrity in academic work undertaken at The University. Lack of knowledge of the academic honesty policy is not a reasonable explanation for a violation.

Questions related to course assignments and the academic honesty policy should be directed to the instructor. Cases of suspected academic dishonesty will be pursued to the fullest extent allowed by University policies and procedures. Adding another student's name to an attendance roster when he or she is not in class is academic dishonesty.

Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

The "Common Knowledge" Clause: Material does not have to be cited if it is common knowledge—that is, knowledge that most American high school graduates already know.

The "10% Rule": As a general rule, a college assignment is considered an original work only if the vast majority of text is original. Generally, no more than 10% of a work can be someone else's words, regardless of proper quotes or citation.

Intent: When reviewing a possible case of plagiarism, the student's intent will not be taken into consideration. In other words, an act of plagiarism is plagiarism whether or not the student claims to have intended plagiarism.

Mistakes & Accidents: The possibility that the student mistakenly or accidentally committed plagiarism will not be taken into consideration. I strongly suggest that you discuss your sources with the Writing Center before turning in work.

Appeal to Ignorance: A student's claim to ignorance with concern to policy will never be treated as a valid justification of plagiarism.

Collaboration: Students are not permitted to collaborate on an essay, discussion post, quiz, test, or any written assignment. Having someone proofread your work is ok, but that can only entail matters of style, grammar, and spelling.

Disciplinary Action for Plagiarism: Per departmental policy, the first offense of plagiarism will result in a zero for the assignment. Any additional acts of plagiarism will result in an F for the course and possible disciplinary action by the Dean (e.g. expulsion).

Cheating" includes, but is not limited to:

- generating written work from an AI tool without alterations;
- possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed "crib notes". The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;
- using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
- collaborating with or seeking aid from another student during a test or other assignment without authority;
- divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructors has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
- substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
- paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
- falsifying research data, laboratory reports, and/or other academic work offered for credit; • taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
- misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially.

"Plagiarism" includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the submission of it as one's own academic work offered for credit.

"Collusion" includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty.

All written work that is submitted will be subject to review by TurnItIn, available on Canvas

2:00pm-3:20pm in CAS 258

Tuesday

Thursday

Week 1 Aug 25/27	Class Intro	Public Speaking 101
Week 2 Sept 1/3	Informative Speeches Comm In the Wild	Gathering Sources Speech 1 Topic Proposal
Week 3 Sept 8/10	Organizing & Outlining Speech 1 Source List	Listening & Feedback Speech 1 Outline
Week 4 Sept 15/17	Speech 1	
Week 5 Sept 22/24	Reflect & Shift Speech 1 Self Review & TED Talk	Delivery Speech 2 Proposal
Week 6 Sept 29/Oct 1	Audience Analysis Speech 2 Sources	Intros/Outros Speech 2 Audience Analysis
Week 7 Oct 6/8	Visual Aids Speech 2 Outline	Workshop Speech 2 PowerPoint
Week 8 Oct 13/15	Speech 2	
Week 9 Oct 20/22	Persuasion Speech 2 Self Review & YouTube	Reasoning Speech 3 Proposal
Week 10 Oct 27/29	Story & Ethics Speech 3 Sources & Audience	TBD Speech 3 Argument Analysis
Week 11 Nov 3/5	Workshop Speech 3 Outline	Workshop
Week 12 Nov 10/12	Speech 3	
Week 13 Nov 17/19	Pitching Ideas Speech 3 Self Review	Group Work Speech 4 Topic Proposal & Pitch
Nov 24/26	No Class - Thanksgiving Break	
Week 14 Dec 1/3	Making a Club	Delivery as a Group Speech 4 Outline & Powerpoint
Finals Week Dec 8 at 2:00p	Group Speech 2:00p-4:00p	