

SPCM 1315.04
Fundamentals of Public Speaking
Spring 2015

Instructor: Deronda Baughman

Classroom: HPR 252

Office Hours: 9:00 – 10:00 Wednesdays in COMM conference room and by appointment

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Course Description: Practice in and discussion of the factors influencing message creation and construction, the role of research and evidence in public discourse, adaptation to the communication situation and audience, ethical issues in public communication, argumentation and persuasion, delivery, and emphasis upon creation assignments which help students reduce excessive communication apprehension.

Required texts:

Lucas, S. (2012). The Art of Public Speaking (11th Ed.). New York: McGraw Hill. ISBN: 978-0-07-340673-2

Kidd, M.A. (2014). Form & Substance: A Speech Communication Workbook. Fountainhead Press. ISBN: 978-1-59871-688-7

Bring both texts to class every day!

Student Learning Outcomes:

1. Understand, analyze, and practice effective and ethical oral communication in forms and styles appropriate for various situations, purposes, and audiences.
2. Display personal responsibility through teamwork participation.
3. Strengthen critical thinking skills through developing and presenting strong public presentations.

Course Policies:

1. **Cell phones should be silent.** Violation of this policy will result in a grading penalty.
2. **No social media.** Use of computers for any purpose other than taking notes will be grounds for marking you absent for the class.
3. **Attendance is required on speech days.** A “speech day” is one on which ANY STUDENT gives a speech. An absence on a speech day must be **preapproved** or have a valid **DOCUMENTED reason** for the absence. Attendance is not mandatory on non-speech days; however, attendance will impact your participation grade (you can’t participate if you aren’t in class!).
4. **Tardiness:** Tardiness is rude and disrespectful of other students’ time, so please plan ahead for parking or other issues. **NEVER enter the classroom if a student is giving a speech!**

5. **Academic Honesty:** Any form of plagiarism, whether intentional or not, will be punished according to the University's guidelines. Included in this category are efforts to cheat, thwart, or otherwise undermine assignments in the class with unethical behavior including, but not limited to, buying papers online or from other students, using someone else's work as your own, the use of electronic devices to store test information or to look up answers to questions, other modes of data storage for the purpose of assistance on exams or quizzes. **AVOID ANY APPEARANCE OF CHEATING!**

SPEECH REQUIREMENTS:

You will construct and deliver a total of 4 **significant** speeches (there may be other, less significant speeches that will count towards your participation grade):

1. 2 informative speeches (includes 1 panel/group speech)
2. 2 persuasive speeches

All topics must be preapproved.

Speech dates and group assignments: Given on/around the second day of classes. You are responsible for delivering your speech on the day(s) assigned to you. Students who are not able to deliver speeches on their assigned day(s) and provide a legitimate excuse prior to the speech day, may have the opportunity to give the speech at a later date. It is up to the instructor's discretion what constitutes a legitimate excuse, i.e. opportunities to make-up speeches are generally limited to university-sponsored activities, to emergencies involving unforeseeable and/or potentially life-threatening injuries, or documented (physician's note) illness. **Students who miss a speech day under any other scenario or fail to notify the instructor PRIOR to their assigned speech time will receive an automatic zero.**

NOTE: It is not always possible for all the scheduled speeches to be presented on the assigned day. In this case, **BE PREPARED TO SPEAK THE FOLLOWING CLASS PERIOD IF NECESSARY.**

LATE ASSIGNMENTS:

Late assignments will not be accepted. Assignments are due at the beginning of the class period on the date specified.

TESTS:

You will take two (2) exams, a mid-term exam and a final exam. These will be take-home, open-book exams. You will be emailed your exam at the end of a class period, and the exam will be due by 5:00 Friday of that week. You will complete your exams in APA style (including citations and bibliography) as a Word document, and attach it as an email by the due date and time. **LATE EXAMS WILL BE GIVEN A ZERO.**

- Refer to Chapter 11 in *Form and Substance Workbook* and Purdue OWL for APA guidelines: <https://owl.english.purdue.edu/owl/resource/560/01/>

QUIZZES:

Quizzes from the chapter readings and/or lecture could be given at any time during the semester.

PARTICIPATION:

Active, positive participation is important in a speech class. Participation is measured, in large part, through your attendance. Participation is also measured by the degree of attentiveness you give to

your classmates' speeches. Finally, participation is measured by your consistent attempt at contributing **meaningfully** to class discussions. In cases where the achievement of a letter grade is in the balance (within .1 to .5), this latter measure of participation **WILL MAKE THE DIFFERENCE**. This is not an “automatic” 5 points, either. A rough guide as to how I calculate your participation is as follows:

- 0 pts - Often absent and never spoke up
- 1 pts - Often absent and rarely spoke up
- 2 pts - Some absences and occasionally spoke up
- 3 pts - Some absences and frequently spoke up
- 4 pts - Never absent and frequently spoke up
- 5 pts - Never absent, frequently spoke up, and contributed meaningfully to class discussions

GRADES:

Final grades are awarded as follows:

- A = 90 - 100%
- B = 80 - 89.99%
- C = 70 - 79.99%
- D = 60 - 69.99%
- F = below 60%

Major Requirements, Points, & Grade % Approximations:			Student's Grade
1. Informative Speech & Outlines #1	100 pts.	11%	_____
2. Informative Panel Speech	100 pts.	11%	_____
3. Peer Review - Teamwork	50 pts.	6%	_____
4. Persuasive Speech & Outlines #1	125 pts.	14%	_____
5. Persuasive Speech & Outlines #2	150 pts.	17%	_____
6. Listening to Partner	50 pts.	6%	_____
7. Participation	50 pts.	6%	_____
8. Midterm	100 pts.	11%	_____
9. Final Exam	150 pts.	17%	_____
Total	875 pts.	99%	

Students Rights and Responsibilities

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: <http://www.uttyler.edu/wellness/rightsresponsibilities.php>

Grade Replacement/Forgiveness and Census Date Policies

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.

Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit;
- Receiving 100% refunds for partial withdrawals (there is no refund for these after the Census Date);
- Schedule adjustments (section changes, adding a new class, dropping without a “W” grade);
- Being reinstated or re-enrolled in classes after being dropped for non-payment; and
- Completing the process for tuition exemptions or waivers through Financial Aid

State-Mandated Course Drop Policy

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

Disability Services

In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Services counselor. If you have a disability, including a learning disability, for which you request an accommodation, please contact the Disability Services office in UC 3150, or call (903) 566-7079.

Student Absence due to Religious Observance

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

Student Absence for University-Sponsored Events and Activities

If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

Social Security and FERPA Statement:

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

Emergency Exits and Evacuation:

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not reenter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

SPCM 1315 Fundamentals of Public Speaking

Informative Speech #1

(COMMUNICATION: ORAL, WRITTEN, VISUAL; CRITICAL THINKING; GLOBAL AWARENESS)

Assignment: Each student will choose a topic that is of particular interest to the student. This topic will be the subject of ALL speeches except the group speech, so choose carefully!

Requirements include:

1. A preparation outline with defined introduction, conclusion and connectives;
2. A speaking outline; and
3. A bibliography in APA format with a minimum of three (3) academic sources

Grading: Each speech can earn a total of 100 points:

Content	30 points
Prep outline	10 points
Speaking outline	10 points
Bibliography	10 points
Delivery	<u>40 points</u>
	100 points

Timing: The time limit for this speech is **3 to 5 minutes**. For this speech, each student will be given **5 seconds of grace below** the time limit and **15 seconds above** the time limit. After that points will be deducted for each second below or above the limit.

SPCM 1315 Fundamentals of Public Speaking

Informative Speech #1

Grading Rubric

Name: _____

Topic: _____

Introduction:

Attention Getter

Relevance to Audience

Thesis / Preview

Purpose Is Clear

10 Points

Structure/Organization of Body:

Structure Is Clear

Structure Is Logical

Transition Statements

Structure Enhances Audience Comprehension

30 Points

Delivery:

Appropriate Attire

Enthusiastic Delivery

Creativity

Eye Contact/Gestures/Movement

Emotionally Engaging

No Vocalized Pauses

20 Points

Conclusion:

Clear Transition

Reviewed Presentation

Restated Thesis/Purpose

Memorable

Closing

10 Points

Prep Outline:

Proper Format / Well Planned

10 Points

Speakers Outline:

Proper Format / Well Planned

10 Points

Bibliography:

3 Academic Sources

Proper Format (APA)

10 Points

Time: _____

Score: _____ / 100

SPCM 1315 Fundamentals to Public Speaking

Informative Group Speech #2

(COMMUNICATION: ORAL, WRITTEN, VISUAL; CRITICAL THINKING; TEAMWORK; PERSONAL RESPONSIBILITY)

Rationale: You will most likely work in a group more than once in your professional career. Strong teamwork skills are essential if you are to be successful in both your personal and professional lives.

Assignment: You will be assigned to a small group of 4 - 5. As a group, you will decide upon a general speech topic theme **for the group** as well as specific topics relating to the general topic for each group member. You will work together to maintain group theme and presentation style and flow of information. Each student will develop and deliver his or her own speech as a panel with his or her group.

The assignment requirements include:

1. A preparation outline with defined introduction and conclusion and a speaking outline, including an overall group introduction, transition statements to the next speaker, and overall group conclusion.
2. Each group member writes and delivers his or her own speech as a part of the overarching panel theme.
3. A PowerPoint presentation which help clarify the speech content.
4. A bibliography in APA format (at least 3 academic sources per person).
5. Notecards (if applicable)

Grading: Each speech can earn a total of 100 points. Each student will be graded separately, but coherence and consistency within the group are vital! Upon completion of this assignment, each group member will have the opportunity to peer-assess his or her team panel members. These peer assessments are averaged and can earn a total of 50 points.

Timing: The time limit for each person's part of the speech is 3 to 5 minutes. Timing is important! Points will be deducted for each second below or above the limit!

SPCM 1315 Fundamentals of Public Speaking
Informative Group Speech
Grading Rubric

Name: _____ **Topic:** _____

Introduction (Content): (Applies only to person presenting)

Attention Getter
Relevance to Audience
Thesis / Preview
Purpose Is Clear

15 Points

Conclusion (Content): (Applies only to person presenting)

Clear Transition
Reviewed Presentation
Restated Thesis/Purpose
Memorable
Closing

15 Points

Structure/Organization of Body (Content): (Applies only to persons presenting)

Structure Is Clear
Structure Is Logical
Transition Statements
Structure Enhances Audience Comprehension

30 Points

Delivery:

Appropriate Attire
Enthusiastic Delivery
Creativity
Eye Contact/Gestures/Movement
Emotionally Engaging
No Vocalized Pauses
Spoke to Audience, Not Visual Aid

20 Points

Prep Outline:

Proper Format / Well Planned
Bibliography (Does NOT apply to person presenting intro/conclusion)

10 Points

Speakers Outline:

Proper Format / Well Planned

10 Points

PowerPoint:

Easy to Read
Supports (NOT replaces) Info
Flows with Speech
Presented Effectively
Doesn't Distract from Presentation

20 Points

Time: _____ **Score:** _____ / 100

SPCM 1315 Fundamentals of Public Speaking
Informative Panel Speech
Peer Grading Rubric for Teamwork

Date: _____

Name of Group Member (person being rated): _____

Name of Student Assessing (you): _____

In each of the following sections, rate your fellow group member on a scale from 1 – 10 with **10 being the highest score**. Once you have completed 5 scales, total the scales for a score out of 50. Please do your best to offer an objective evaluation of your group members.

Your responses remain confidential and are averaged with those of the group.

Description of Work	Grade (1-10)
<p><i>Attendance</i> This group member was timely and present at all group meetings.</p>	
<p><i>Initiation</i> This group member seemed engaged in group meetings, offering thoughtful comments and feedback. Generated original ideas and worked with <u>other</u> group members to further develop <u>their</u> ideas.</p>	
<p><i>Workload</i> This group member carried his/her fair amount of work within the group.</p>	
<p><i>Relational</i> This group member worked to build and maintain strong and positive working relationships with fellow group members. (This section is not about popularity or personality differences but assesses efforts to work together.)</p>	
<p><i>Overall</i> This section is designed to capture other elements not mentioned above.</p>	
<p><i>Comments</i></p>	

Total: _____ / **50**

SPCM 1315 Fundamentals of Public Speaking

Persuasive Speeches

COMMUNICATION: ORAL, WRITTEN, VISUAL; CRITICAL THINKING

Rationale: Persuasive speaking is a constant in our lives. Commercials. Salespeople. Presentations. All involve persuasive speaking. Learning how to build an effective argument that is geared for a specific audience is an important life skill.

Assignment: Each student will present **both sides** of a controversy surrounding the subject that was the topic of Informative Speech #1. Students will then conduct research to provide themselves with the evidence to support each argument. Each speech must clarify the argument and use **different evidence** to support the claim. The requirements include:

For Speech #1 – Pro Side of Argument

1. A preparation outline with defined introduction, conclusion and transitions, and a speaking outline.
2. Clear pattern of organization.
3. Clear ethos, pathos, logos and citations of evidence.
4. A bibliography in APA format with a minimum of **5 sources**.
5. **Visual aids are not allowed (no PowerPoint, etc.).**

Points:	Content (Intro, Body, Conclusion)	40 points
	Argument (Ethos, Logos, Pathos)	20 points
	Delivery	40 points
	Prep Outline with Bibliography	15 points
	Speakers Outline	<u>10 points</u>
		125 points

For Speech #2 – Con Side of Argument

1. A preparation outline with defined introduction, conclusion and transitions, and a speaking outline.
2. Clear ethos, pathos, logos and citations of evidence.
3. Demonstrate effective audience analysis.
4. A bibliography in APA format with a minimum of **7 sources**.
5. **PowerPoint and one handout (for me) are required.**

Points:	Content (Intro, Body, Conclusion)	40 points
	Argument	20 points
	Delivery	50 points
	Visual Aids	20 points
	Prep Outline with Bibliography	15 points
	Speakers Outline	<u>5 points</u>
		150 points

Timing: No grace will be given on the timing for these speeches. Speech #1 should be 5 - 7 minutes while Speech #2 should be 6 - 10 minutes.

SPCM 1315 Fundamentals of Public Speaking
Persuasive Speech #1 (5 -7 minutes)
Grading Rubric

Speaker: _____ Topic: _____

Introduction

Attention-Getting
Relevant / Established Credibility
Thesis / Preview
Position / Purpose Clear

10 points

Body

Clearly Structured, Transitions Well-Developed / Depth
Used Required Structure
Use of Supporting Materials (Credible, Unbiased, Varied)

20 points

Argument/Audience Appeal

Awareness of Audience, Appropriate
Explanations, Examples
“We” Language, Descriptive
Persuasive Toward ***THIS*** Class
Ethos—Credibility (Character, Competence, Etc.)
Logos—Evidence, Logical, Reasonable
Pathos—Used Emotion, Examples, Delivery

20 points

Conclusion

Signaled End / Transition
Review / Summary
Finality / Closure

10 points

Delivery

Appropriate Attire
Enthusiastic / Sincere
Poise / Posture
Eye Contact
Use of Language / Grammar
Projected Voice / Good Pace

40 points

Prep Outline

Proper Format / Well Planned
Bibliography

15 points

Speakers Outline

Proper Format / Well Planned

10 points

Time: _____
(5 – 7 minutes)

Score: _____ / 125

SPCM 1315 Fundamentals of Public Speaking
Persuasive Speech #2 (6 – 10 minutes)
Grading Rubric

Speaker: _____ Topic: _____

Introduction

Attention-Getting _____
 Position / Purpose Clear 10 Points

Body

Clearly Structured _____
 Good Transitions _____
 Use of Supporting Materials (Credible, Unbiased, Varied) _____
 Well-Developed / Depth 20 Points

Argument / Audience Appeal

Explanations, Examples _____
 Descriptive 20 Points
 Persuasive Toward **THIS** Class _____
 Ethos—Credibility, Character, Competence _____
 Logos—Evidence, Logical, Reasonable _____
 Pathos—Emotion, Examples, Delivery _____

Conclusion

Signaled End with Transition _____
 Review / Summary 10 points
 Good Closing _____

Delivery

Appropriate Attire _____
 Enthusiastic / Sincere _____
 Poise / Posture _____
 Eye Contact _____
 Used “Fillers” such as *uh, um* _____
 Use of Language / Grammar 50 points
 Projected Voice _____
 Good Pace _____

Visual Aids:

Easy to Read _____
 Supports (NOT replaces) Info 20 Points
 Presented Effectively _____
 Doesn't Distract from Presentation _____

Prep Outline:

Proper Format / Well Planned 15 points
 Bibliography _____

Speakers Outline:

Proper Format / Well Planned 5 points

Time: _____
(6 - 10 minutes)

Score: _____ / 150

SPCM 1315 Fundamentals of Public Speaking
Persuasive Speech #2
Peer Grading Rubric for Listening Assignment

Name of Speaker: _____

Name of Student Assessing (you): _____

Introduction

Attention-Getting _____
Position / Purpose Clear 5 Points

Body

Clearly Structured
Good Transitions
Use of Supporting Materials (Credible, Unbiased, Varied) _____
Well-Developed / Depth 10 Points

Argument / Audience Appeal

Explanations, Examples _____
Descriptive 10 Points
Persuasive Toward *THIS* Class
Ethos—Credibility, Character, Competence
Logos—Evidence, Logical, Reasonable
Pathos—Emotion, Examples, Delivery

Conclusion

Signaled End with Transition _____
Review / Summary 5 points
Good Closing

Delivery

Appropriate Attire
Enthusiastic / Sincere
Poise / Posture
Eye Contact
Used “Fillers” such as *uh, um* _____
Use of Language / Grammar 20 points
Projected Voice
Good Pace

Time: _____
(6 - 10 minutes)

Score: _____ / 50