

SYLLABUS FOR COM 104--EFFECTIVE SPEAKING
Spring 2008

“Having knowledge but lacking the power to clearly express it is no better than never having any ideas at all.” --Pericles

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Office Hours: Tuesday 1:45-2:45
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I am on campus much more than my office hours indicate! However, my duties as Director of the Speaking Lab make my schedule a little unpredictable. Please feel free to make an appointment if you would like to see me at a time other than my office hours, and I'll tell you where I'll be!

REQUIRED MATERIALS

1. O'Hair, D., Stewart, R., & Rubenstein, H. (2007). A speaker's guidebook (3rd ed.). Boston: Bedford/St. Martin's
2. 1 mini DVD-R tape
3. 4 x 6 index cards

COURSE DESCRIPTION AND OBJECTIVES

This course is designed to teach you to apply theories and principles of effective and ethical public speaking. The emphasis is on developing the skills that will enable you to make presentations tailored to specific audiences and to be an informed consumer of presentations made by others. COM 104 helps you to develop crucial habits of the mind, including the ability to inquire about topics; to gather and analyze information, ideas, and decisions; and to think critically and creatively. It also develops skills in building connections between people by teaching oral, visual, and written communication skills. Throughout the course we will cultivate habits that encourage development of the ethical and critical dimensions of our communication with others and how communication can be used to encourage change.

The course is designed such that your conscientious study during the term should help you to achieve the following learning objectives:

1. To choose and adapt an appropriate topic for a specific audience, occasion and speech.
2. To research, organize and outline ideas effectively.
3. To make effective use of visual aids including electronic presentation technology.
4. To use appropriate reasoning and supporting material to gain a desired response.
5. To deliver a message effectively both verbally and nonverbally.
6. To demonstrate critical listening and thinking ability.
7. To assess the content, delivery and ethical implications of speeches.
8. To explain the role of public speaking in a democratic society.
9. To gain confidence in your ability to speak in front of others.

COURSE REQUIREMENTS

The Department of Communication supports university policies of academic excellence the student honor code, as noted in the catalog and student handbook. Plagiarism and other unethical conduct, whether intentional or unintentional, will result in a minimum penalty of a failing grade on the assignment. If you are found in violation by the Honor Board, you will receive an XF in the course, indicating failure due to academic misconduct. Your grade in the course will based on the following:

Exam	200 points	ALL ASSIGNMENTS MUST BE
Introductory Speech	50 points	COMPLETED IN ORDER TO
Informative Speech #1	150 points	PASS THIS COURSE!!!

Informative Speech #2	200 points
Persuasive Speech	250 points
Activities/Environment	150 points

Failure to follow instructions on any assignment will result in a minimum 10% grade reduction per infraction on that assignment.

Exams. The exams will require you to have detailed knowledge of the material, especially the material necessary for the development and presentation of effective and ethical speeches. Exams will be a combination of multiple choice, matching, and extended answer questions. Exams, or portions of exams, may involve an oral component. All exams are the property of the Department of Communication at the College of Charleston and will be retained.

Speeches. Speeches should be extemporaneous in delivery, rather than impromptu, memorized, or delivered from a manuscript. Speakers may use one side of no more than three 4" x 6" note cards per speech to remind themselves of major points in their presentations. **Notecards must take the form of key-word outlines only.** Key word outlines are explained in your text. Complete sentences should be used only for direct quotes. Complete sentences will suggest a manuscript delivery or inadequate attention to the directions of the assignment and will result in a 10% reduction in your grade. At least one of your major speeches will be recorded. Below is an overview of speech requirements. Complete assignments will be posted on Web-CT

- * Outlines. You must submit a detailed, typed, full-sentence outline for your three major presentations, complete with a bibliography that conforms to APA format. Format guidelines can be found in your text. Your outline is worth 10% of your grade for each speech. You should include copies of all source material used in the formation of your speech when submitting your outline.
- * Introductory Speech: 2-3 minutes
- * Informative Speech #1: 5-7 minutes; 4 expert sources
- * Informative Speech #2: 6-8 minutes; PowerPoint
- * Persuasive Speech: 6-8 minutes; 5 expert sources; at least two stylistic language devices

Learning Activities. There are two types of activities that are included in this total.

1. Evaluations of Speeches (50 points)
 - a. Self-critique(s): These evaluations require that you view the videotape of your speech and comment on specific aspects of speech content and/or delivery. (1 critique, worth up to 30 points)
 - b. Peer critiques: these evaluations require that you comment on the strengths and areas that could use improvement in the speeches of other class members. (2 critiques, 10 pts. each)
2. Daily projects, quizzes and activities, completed in or out of class, are designed to help you apply public speaking concepts and prepare for upcoming presentations. You are also expected to make positive contributions to our learning community by attending class and contributing to discussion. These daily activities are worth a total of 100 points.

GRADING SCALE

A = Complete Mastery (930-1000 points)	D+ = Below Average (670-699 points)
A- = Almost Mastered (900-929 points)	D = Below Average (630-669 points)
B+ = Excellent (870-899 points)	D- = Barely Passing (600-629 points)
B = Excellent (830-869 points)	F = Failing (fewer than 600 points)
B- = A few things missing (800-829 points)	
C+ = Fair (770-799 points)	
C = Average (730-769 points)	
C- = Acceptable (700-729 points)	

COURSE POLICIES AND PROCEDURES

1. **Attendance.** Attendance is required and will be taken daily. If you arrive late, it is your responsibility to let me know that you are present. Two late arrivals (after class has begun) will be counted as an absence. You will have two “free” absences on non-speech days. If you are absent for any reason after those two, 2%, or twenty (20) points, will be deducted from your final grade for each additional absence. Excused absences (see below) will be counted as “free” absences. ***Attendance is REQUIRED on every speech day. For each speech day you are absent your final grade will be lowered 50 points.**

2. **Excused Absences.** An excused absence is an absence that is the result of an occurrence that is beyond the student’s control, such as an illness severe enough to require medical assistance (but not a routine office visit which could be scheduled outside of class time), a family death, or a bona fide religious holiday as set forth by law. Students absent for an excused reason must make up the work in the manner that I designate. Because they specify only that a student was seen in the clinic, student health clinic, “notes” will be accepted only if they include a medical recommendation that you miss class and a “return-to-class” date. In order to receive an “excused absence,” you must provide written documentation the day you return to class.

3. **Absences for Athletics and Other CofC-Sponsored Activities.** Absences for college-sponsored activities, such as athletics, require prior notification of the absence, at which time we will discuss missed assignment and expectations. Your first two absences will be counted as your “free” absences, so you should plan to attend all other classes. If you will miss more than two class periods for official activities, please consult with me prior to January 16. You will be required to submit work early if you know you will be absent on a due date.

3. **Late Speeches.** You must present your speech on the day assigned. If you are absent or unprepared on a day your speech is scheduled, your speech grade will be docked 50%. **For any given speech round, you are expected to be dressed and ready to speak on every speech day until you have given your speech.** This is a firm and enforced policy. For extreme illness or extenuating circumstances, you must send me an email prior to missing the class. **Written appeals, with appropriate documentation, must be submitted within 24 hours of the missed work or on the day you return to class.** If your appeal is approved, your work will be docked a minimum of 10 points or one letter grade, whichever is greater. Exams must be taken on the day they are scheduled.

4. **Late Work.** Requests for make-up learning activities must be made in writing and be accompanied by verifiable documentation that the absence is excused. If your excused absence is foreseeable (e.g., an athletic competition), you should submit work early or send it with a friend. Note: Lack of foresight on your part does not constitute an emergency! “My printer ran out of ink at midnight” is not an excuse for late work! Don’t wait until the last minute!

5. **Academic Integrity.** All speeches and written work in this course should be the individual work of the student who submits it, unless I have indicated otherwise. Close adherence to the content or arrangement of someone else’s work must be accompanied by a clear acknowledgment of the source. In oral presentations, the acknowledgment must be given verbally because the audience does not have access to your bibliography! Severe disciplinary action will be taken against any student found to have cheated and/or committed plagiarism. Please review the information on plagiarism in the student honor code.

6. **Special Accommodations.** If, due to some disabling condition, you require special arrangements in order to meet some course requirements, please let me know by January 16 so that we can make any adjustments that may be necessary. Verification of your need will be required.

7. **Classroom Civility.** Students are expected to assist in maintaining a classroom environment that is conducive to learning. In order to assure that all students have an opportunity to gain from the classroom experience, students are prohibited from using cellular phone or beepers that emit sound, eating in class,

drinking from a non-secure container, making offensive remarks, reading, sleeping, or engaging in other distracting behaviors during lectures or speeches. If you are late on a speech day, **DO NOT ENTER IF THE DOOR IS CLOSED!** We will check for stragglers after each speech. All electronic devices should be turned off and stowed prior to class time. You are not allowed to answer calls, send text messages, etc. during class time.

8. **Dress Code for Speech Days.** PROFESSIONAL! Your attire will be the first aspect of your speech that influences audience perception of your credibility! Don't ruin it before you open your mouth! No caps, flip flops, athletic shoes, jeans, shorts, tee-shirts, slogans, visible underwear, or belly buttons. Most shirts should be tucked into your pants or skirt. Avoid excessively baggy or tight clothing. **You are expected to be dressed and ready to speak on all speech days, unless you have already given your speech for that round of speeches.**

9. **Speaking Lab Usage.** I encourage you to make use of the Speaking Lab in preparing for your speech. For each major speech, you can receive 2% extra credit for using the Speaking Lab for assistance with speech development. The visit must occur at least two days prior to your draft outline being due. You must have a rough draft and your source material when you visit the lab. You can receive an additional 3% extra credit for using the Speaking Lab for assistance with speech delivery. However, you must have sought help with speech development in order to be eligible for these points. You must record your presentation and watch it with a consultant at least two days prior to your speech date in order to receive credit. I strongly encourage you to make an appointment with the Speaking Lab for your visit. Call the front desk of the Center for Student Learning at 953-5635 for an appointment. This is the only method for scheduling a Speaking Lab appointment.

If you exhibit any behavior that is not respectful of a colleague speaker you will receive a 20% reduction in your grade for that assignment. This reduction includes your reading or flipping through notes for your speech, entering/leaving the classroom during the speech, or failing to turn off your cell phone prior to the beginning of class.

TENTATIVE COURSE SCHEDULE

The assigned reading and the class activities will complement each other. You must complete the assigned readings in order to participate fully in class activities. The tests will cover material found only in the text, material found only in lecture, and material found both in the text and the lecture. When a reading is listed for a given day, you should read it **prior to** that class meeting.

Date	Topic	Assignment
Jan. 10	Course Introduction	Purchase textbook Print syllabus
Jan. 15	The First Speech	Read Chapter Two Print and bring the introductory speech assignment from WebCT
Jan. 17	Public Speaking Speech Anxiety	Read Chapter One and Chapter Five
Jan. 22	Introductory Speeches	Review Dress Code!!!
Jan. 24	Introductory Speeches Audience Analysis	Read Chapter Six
Jan. 29	Speaking to Inform Topics and Purposes	Read Chapter Seven and Chapter 23 Print Informative Speech Assignment and bring to class
Jan. 31	Speaking to Inform Finding Materials	Due: Topic and Specific Purpose Stmt (typed) for Spch I Read Chapter 9 and Chapter 10
Feb. 5	Source Credibility Supporting Material	Read Chapter 8
Feb. 7	Organization and Outlining	Read Chapters 11-13 Print Outlining Handout and bring to class

Feb. 12	Introductions and Conclusions	Read Chapters 14-15
Feb. 14	Critiquing Speeches Delivery Methods	Read Chapter 3 and Chapter 17 Due: Typed, full-sentence Draft Outline, including sources (bring them) and bibliography
Feb. 19	Informative Speeches	You must be ready to speak today!
Feb. 21	Informative Speeches	Review Dress Code and policy for late speeches on syllabus
Feb. 26	Informative Speeches	
Feb. 28	Presentational Aids	Read Chapter 21-22 Print and bring assignment sheet for Informative Speech II
Mar. 2-8	Spring Break!!!	Be Safe! Have Fun! Think about a good topic for next speech!
Mar. 11	Vocal and Nonvocal Delivery	Read Chapters 18-19
Mar. 13	Troubleshooting	Due: Complete Draft Outline and Slides for Info Speech II
Mar. 18	Informative Speech II	Bring mini DVD-R Review Dress Code and Policy for Late Speeches
Mar. 20	Informative Speech II	
Mar. 25	Informative Speech II	
Mar. 27	Speaking to Persuade Building Arguments	Read Chapters 24-25
Apr. 1	Persuasion, contd. Catch up and Review	
Apr. 3	Exam!!!	
Apr. 8	Using Language	Read Chapter 16
Apr. 10		
Apr. 15	Troubleshooting Course Evaluations	Due: Complete Full-Sentence Outline for Persuasive Speech
Apr. 17	Persuasive Speeches	
Apr. 22	Persuasive Speeches	
Apr.	Conclude Speeches!!!	Final Exam Period—REQUIRED Attendance Day

The instructor reserves the right to make changes to this syllabus should the need arise.