COMM 104: Public Speaking  
Thursday Evening – Spring 2008  
Maybank 110

Instructor: Robert Westerfelhaus, Ph.D.  
Office: 22B Glebe Street, #203  
Office Phone: 843-953-6533  
Office Hours: Tues and Thurs: 03:00 pm – 05:00 pm¹  
and by appointment  
E-Mail: westerfelhausr@cofc.edu


Course Goals: 
Since ancient times, the ability to speak well in public is a hallmark of a well educated person. This ability is an essential skill in today’s world. Indeed, public speaking plays an important role in business, entertainment, politics, religion, sports and other aspects of our lives. This course is designed:

1) to help you develop the theoretical knowledge and presentational skills necessary to make effective speeches tailored to specific audiences; and,

2) to provide you with the analytical tools required to assess the effectiveness of your public speaking performance and that of others.

In helping you acquire these presentational and analytic skills, this class fosters the development of critically important habits of the mind, including the ability:

- to communicate ethically;
- to inquire about topics;
- to gather and analyze information;
- to think critically and creatively;
- to describe ideas clearly and concisely;
- to organize ideas logically;
- to provide persuasive arguments that are well reasoned and supported by appropriate evidence; and,
- to connect with others in public fora through the thoughtful use of verbal, non-verbal, and visual communication.

Assignments/Grading 
Your grade for COMM 384 will be based upon the following:

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Percentage</th>
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<tr>
<td>Exams (2)</td>
<td>40%</td>
</tr>
<tr>
<td>Individual Presentations (5)</td>
<td>60%</td>
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<td></td>
<td>100%</td>
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Exams: The two exams are designed to assess you knowledge of key public speaking concepts and terminology. All material covered in assigned readings, lectures, and class discussions is fair game. The exam will have two sections: 1) fill-in-the-blank (no word bank), and 2) definitions.

Presentations: Every student will be assigned five individual public speaking presentations.

¹ On January 15, February 05, February 12, March 11, April 8, I will be in my office 05:15 pm – 06:00 pm.
Course Policies:

Attendance: There are no excused absences. I have found that people who attend class regularly usually do well and those who do not usually do poorly. If you miss class, DO NOT: 1) ask me about schedule changes announced in class (you will be responsible for these, though, so ask a friend), 2) inquire about lecture material (ask a friend), 3) expect me to hand back graded work in class on another day (I will bring graded work to class only one time, after which you must come to my office to get it). Absence from class is never an excuse for missed assignments or poor performance! An absence on any day presentations are scheduled will result in a full letter grade deduction from your presentation.

Classroom Civility:
You are expected to assist in maintaining a classroom environment 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, 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! Being late on a speech day will result in a 5% reduction in your speech grade.

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

Dress Code for Speech Days: You should dress professionally! 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.

Disabilities: Reasonable accommodation will be made for students with disabilities. Please see me at the beginning of the semester regarding such accommodations.

Conferences: I strongly encourage you to visit me during my office hours to discuss concerns, obtain feedback about class performance, etc.

Extra credit and make-ups: Absolutely no extra credit, late assignments, or make-up exams. Nor will exams be given earlier than the scheduled date, as I typically write them the night before they are scheduled to be given.

Electronica: Please turn off beepers, pagers, cell phones, etc., before entering class.

Exams: The final exam must be taken the day it is assigned. ² No exceptions. You MUST be on time in order to take an exam. Those who show up more than five minutes after the time that class is scheduled to start on the day of the exam will not be allowed to take it, which will result in a grade of 0 = F. No one will be allowed to leave an exam for any reason. To leave the room you must turn in the exam.

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² Per college policy: Permission to reschedule one (1) final exam must be obtained from the Office of Undergraduate Academic Services with written permission of the instructor (which I am not in the habit of giving). THIS PERMISSION MUST BE OBTAINED PRIOR TO THE FIRST DAY OF THE EXAM PERIOD.
Email Correspondence:
Official course correspondence will be conducted solely via College of Charleston email accounts. I will only read and respond to email messages sent from your Edisto account. If you use another account, there is a very good chance that I will neither read nor respond to your message. If you have a problem with your Edisto account, you must take whatever steps are necessary to have your account fixed. Correspondence via email is preferred over other forms of electronic communication. For better service, please put “COMM 382 Student” in the subject line of any email message you send to me. The college’s student email policy can be found at: http://www.cofc.edu/~register/STUDENTEMAILPOLICY.pdf
Please note: I do not answer questions related to grades via email.

Honor Code: All rules outlined in the College of Charleston Code of Civil and Honorable Conduct will be strictly enforced.

Speaking Lab: The college’s Center for Student Learning has a Speaking Lab located on the 1st floor of Addlestone Library, Room 119. The lab is staffed by peer tutors who are trained to help you with developing speech content and honing delivery skills. I strongly encourage you to take advantage of this wonderful resource! More information about the lab can be obtained by calling 953-5635, or by accessing the lab’s webpage at: http://www.cofc.edu/~csl/speaking/speaking_lab_schedule.html

TENTATIVE SCHEDULE
The instructor reserves the right to make changes to this syllabus as necessary.

WEEK ONE (01/10)
Introduction to the Class
Chapters 1 and 2

WEEK TWO (01/17)
Chapters 4 and 5

WEEK THREE (01/24)
Speech 1: Self Introduction

WEEK FOUR (01/31)
Chapters 8, 9, 10
Library Information Session

WEEK FIVE (02/07)
Speech 2: How To

WEEK SIX (02/14)
Exam 1

WEEK SEVEN (02/21)
Chapter 6, 11, 12

WEEK EIGHT (03/28)
Chapter 14

WEEK NINE (03/06)
SPRING BREAK

WEEK TEN (03/13)
Speech 3: Informative

WEEK ELEVEN (03/20)
Chapters 15 and 16

WEEK TWELVE (03/27)
Speech 4: Persuasive

WEEK THIRTEEN (04/03)
Chapter 17

WEEK FOURTEEN (04/10)
Speech 5: Epideictic

WEEK FIFTEEN (04/17)
Speech 5: Epideictic … continued

FINAL EXAM (COMPREHENSIVE)
Thursday, May 01 @ 07:30 pm
For college policy regarding the rescheduling of final examinations, see footnote 1 on page 2 of this syllabus.

3 Class begins @ 06:00 pm in room 122 of Addlestone Library. When the info session is over, we will return to our regular classroom, Maybank 110.
COMM 104 SPEECH ASSIGNMENTS

Your speeches should be professional and polished. Good speeches are well organized, with a discernable introduction, body, and conclusion. Segues, signposts, and transitions are to be used in moving from topic-to-topic, and from one segment to another. If using media/technology, be sure it is in working order before you present. **In grading your speeches I will take into account both content** (e.g., evidential support, organization) **and delivery** (e.g., amount of eye contact, lack or presence of verbal fillers).

A typed complete sentence outline of each speech will be turned in at the beginning of class on the day the speech is due to be presented. The outline, which will account for 10% of a speech’s grade, must adhere to the principles of parallelism, coordination, subordination, and division as explained in the text and in class lecture. **You may not deliver a speech for which you have not turned in an outline.**

*I must approve your speech topic in writing no later than one week prior to its scheduled delivery.* You will find a topic approval form requiring my signature on the last page of this syllabus. **You will not be allowed to deliver your speech without this form’s being properly filled out, which result in a F for the assignment.**

The style of public speaking used in this class is extemporaneous. **Thus, there will be absolutely no reading from prepared texts!** If you read your entire speech, or major portions of it, you will earn a zero (0) for the assignment. The only written support you will be allowed to use during your speech are three 4” x 6” keyword note cards. **You must turn in your note cards immediately after you conclude your speech.**

A full letter grade will be deducted for speeches that are more than 20 (twenty) seconds over or under the time limit. If a speech is shorter or longer still, additional points will be deducted.

1) **Speech of Introduction:** 5 (five) points

5 minutes

In this speech, you will introduce yourself to the class. Bring an object that represents you, and explain to your audience why it does. Do you and the object have some special history? Is it connected with you culturally? Does it reflect an ideal toward which you strive? Is there some other connection that enables the object to represent you in some important way? In preparing the speech, you should keep in mind what it is specifically you would like the audience to know about you.

A word about self-disclosure: *You may tell the class anything you like regarding yourself. You should know, however, that such disclosure will become public knowledge. Some students are comfortable sharing information about their political allegiance, religious adherence, sexual orientation, etc. Others would prefer to keep such matters private. My advice is to refrain from revealing information about yourself that you would prefer your professor, classmates, and others not know.*

2) **“How To” Speech:** 10 (five) points

6 – 7 minutes

In this speech you will explain how to accomplish a task step-by-step. The task should be a relatively simple one that can be explained in full within the allotted time. And, it should be one with which you are already familiar. Examples include the making of cookies or some other simple food, a craft such as the folding of an origami piece, a useful skill, or a brief exercise routine. When delivering your speech, you must have with you all items needed to explain the process you have chosen to describe. The task should be one that is relevant to the audience you are addressing. **PowerPoint optional. A well organized and nicely designed handout should be distributed to each member of the audience.**

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4 Key word outlines are explained in the text. **Complete sentences should be used only for direct quotes.** Any other use of 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.
3) **Informative Speech**: 10 (ten) points  
6 – 7 minutes  
In this speech you will provide your audience with information about a subject they should find useful or interesting. You should draw from your personal experience and interests. You might choose to discuss a favorite hobby; your academic major; some aspects of your cultural or ethnic background; a profession you and/or your classmates might be interested in pursuing; a vacation destination; or perhaps some aspect of local, state, regional, national, or international economics, history, or politics. **PowerPoint required. You must include three properly cited (per the APA style manual) sources on your speech outline.**

4) **Persuasive Speech**: 20 (fifteen) points  
10 – 12 minutes  
The goal of this speech is to effect some change in your audience concerning an attitude, belief, and/or behavior. The topic should be relevant to your classmates. In making your case, you should offer germane evidence and sound reasons. Be explicit about what you want your audience to feel, think, and/or do, and explain why. You might argue for a change in some lifestyle behavior (diet, exercise); political policy; administrative procedure; aesthetic, political, or religious perspective; etc. **PowerPoint required. You must include three properly cited (per the APA style manual) sources on your speech outline.**

5) **Epideictic (Ceremonial) Speech**: 15 (fifteen) points  
8 – 10 Minutes  
The purpose of this speech is to praise or condemn a person, group, idea, place, or thing. In doing so, you should provide your audience with information regarding the subject you have chosen, and explain why you are praising or condemning it. You could choose to praise/condemn someone or something personally relevant to you (e.g., a coach, parent, sibling, teacher, your hometown, the college, a valued or hated possession, etc.) or you might wish to speak about someone or something of more general interest (e.g., Gandhi, Mother Teresa, Martin Luther King, Jr.; a politician, a political party, or politics in general; the Internet, terrorism, television, etc.). Your speech may take a serious or comic tone. **PowerPoint optional. You must include three properly cited (per the APA style manual) sources on your speech outline.**

**Verboten Topics!**  
The following is a list of forbidden topics. I forbid speeches concerning these topics not because I wish to censor you or circumscribe your freedom of speech, but rather because—frankly—I have heard far too many speeches concerning such topics as abortion, gun control, or seat belts. There is very little you could say about them that I have not already heard dozens and dozens of times. In addition, I have strongly held opinions regarding a few of these subjects. By excluding them I avoid the possibility of having my prejudices adversely influence your speech grade.

- Abortion  
- Alcohol  
- Cholesterol  
- Cigarettes  
- Confederate Flag  
- Drugs  
- Euthanasia  
- Grilled Cheese Sandwiches  
- Gun Control  
- Mac-n-Cheese  
- Marijuana  
- Seat Belts  
- Walt Disney

**As noted earlier: An absence on any day presentations are scheduled will result in a full letter grade deduction from your presentation.** For example, if you are scheduled to deliver your persuasive speech on March 20 and miss class on March 27, when others are scheduled to deliver that speech, you will loose a full letter grade for your persuasive speech.
COMM 104 SPEECH TOPIC PERMISSION FORM

I must approve the topic for each of your speeches in advance. In making this a requirement

Name: __________________________________

Speech #1:

_________________________________________ Topic

_________________________________________ Prof’s Signature __________ Date

Speech #2:

_________________________________________ Topic

_________________________________________ Prof’s Signature __________ Date

Speech #3:

_________________________________________ Topic

_________________________________________ Prof’s Signature __________ Date

Speech #4:

_________________________________________ Topic

_________________________________________ Prof’s Signature __________ Date

Speech #5:

_________________________________________ Topic

_________________________________________ Prof’s Signature __________ Date