

**COM 101 – Fall 2012
PUBLIC SPEAKING**

**Department of Communication Studies
Chapman University, Orange, CA**

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Office hours: M 2:00-4:00; T 10:30-11:30 and 1-2:30; Th 1-2:30 and by appt

Please feel free to call, text, visit, or email me with your questions or concerns. Do not hesitate to seek help; I am committed to seeing you do well. Your success is a measure of my success.

Course Rationale and Description: At one time or another, each of you will be called upon to stand before a group and deliver information, argue a position, present an award, introduce a guest speaker, or honor a special event or occasion. At these times, it is important that you command the audience's attention and make a connection with your listeners, present yourself credibly and professionally, represent your position clearly and accurately, and speak with conviction. We will study the history and theory of public speaking; additionally, this course will emphasize extensive practice of public speaking.

In this course you will learn the skills of presentation development and delivery to inform and persuade. Issues and topics we will emphasize include:

1. How to organize a presentation logically.
2. Contemporary, professional forms of sensory support, and using technology appropriately to develop and accompany your presentation.
3. The role of social media and other contemporary sources of information and evidence in idea development.
4. How to adapt your communication style and content for professionally and culturally diverse audiences.
5. Overcoming communication apprehension (fear of public speaking).
6. How to have fun with an audience and allow your individuality to emerge through the public speaking process.
7. Learning to think of a "speech" as a *conversation* among a group of people.

Learning Objectives: By the end of this course, students will be able to:

1. Construct (research, outline, and organize) public messages for presentation to diverse co-cultural audiences.
2. Deliver informative, persuasive, and specialized speeches to audiences.
3. Analyze and critically listen to public messages.
4. Successfully reduce and manage apprehension about communicating in public contexts.
5. Adapt to audiences and speakers from various co-cultural affiliations.

Relationship of this course to program learning outcomes:

This course relates to the rest of your communication studies coursework in significant ways. Specifically, it contributes to the following five desired student learning outcomes for the communication studies degree program at Chapman University:

1. To characterize and apply core theories, principles, and concepts of communication.
2. To identify and apply research findings to everyday communication events.
3. To distinguish and appraise how individual differences and/or group/cultural membership influence communication.
4. To identify and assess the global implications of communication theory and research.
5. To effectively implement small group communication and team building skills.

Required Texts and Technology (sold as a bundle):

Kearney, P., & Plax, T. G. (2012). *Public speaking in a diverse society* (4th ed.). Boston, MA: Cengage Learning.

Kearney, P., & Plax, T. G. (2012). *Workbook to accompany public speaking in a diverse world* (4th ed.). Boston, MA: Cengage Learning.

Access code for CengageBrain.com. You must use this code to create an account and access important videos and online learning modules as assigned throughout the semester.

Course Policies:

Attendance is required. Lectures, discussions, and in-class activities from the workbook and as assigned by the instructor will enhance your ability to succeed in this class. Your presence is necessary to gain full value from these activities. From time to time, extra credit may be offered for in-class activities and only those students present will be eligible.

Your attendance is crucial on speaking days for both the presentation of your own speech and your participation as an audience member. Do not be late to class (especially on speech days). Coming to class late or leaving early may be counted as an absence.

Excused Absences: Excused absences require a physician's verified medical excuse (or other independent verification of emergency) **subject to the instructor's approval**. If you miss graded assignments because you are absent **and the absence falls under the conditions for an excused absence**, make-up alternatives will be made available to you. You will receive a zero for missed assignments if the absence is not excused by the instructor.

Make-ups will not be given for unexcused absences and a grade of zero will be assigned. In a public speaking course, rescheduling a speech is very difficult. If you must miss your speaking day and your absence is **excused**, you may make up your

speech when time permits during the term. This means that you should be prepared to give your speech at any time (including the final exam day or to a different audience). Check the course schedule carefully for speech, exam, and assignment due dates.

Accommodations: If you have a permanent or temporary disability that may impair your ability to participate in this class and for which accommodations are available, you are responsible for notifying me and making all arrangements with the Tutoring, Learning, and Testing Center.

Academic Integrity: Chapman University is a community of scholars that emphasizes the mutual responsibility of all members to seek knowledge honestly and in good faith. Written or oral work is assumed to be original unless your source material is appropriately documented. Academic dishonesty of any kind will be subject to a range of sanctions by the instructor including a failing grade on the assignment and/or course, and referral to the university's Academic Integrity Committee, which may impose additional sanctions up to and including dismissal. Using the ideas or words of another person, even a peer, or a Web site, as if it were your own, is **plagiarism**. See the Student Conduct Code, Appendix 6, for the full policy. In a public speaking course, the use of oral citations is critical when relying on the words, research, or opinions of others.

BlackBoard: Be sure to obtain a Chapman e-mail account to use BlackBoard. Announcements and messages from me to you may come by e-mail. You'll also be able to check your course grades via BlackBoard. If you do not check your Chapman e-mail account regularly, but use another account instead, please set your Chapman account so that it will forward messages to your other account. The IS&T Service Desk is here to help you with any challenges you may encounter in using e-mail or Blackboard.
<http://www.chapman.edu/campus-services/information-systems/service-desk/index.aspx>

Course Assignments:

Readings: Regular reading assignments from the text are listed on the course schedule. Be sure to read the material *before* you come to class.

Exams: There will be three exams throughout the semester. Exams will cover lecture material, in-class activities, and chapter readings.

Peer Evaluation: You are responsible for providing a written evaluation of one presentation delivered by a classmate during the semester using the form on p. 50 of your workbook. The individual and speech you will evaluate will be "assigned" to you later in the semester.

Social Media Research Assignment: Social media such as Facebook and Twitter can be valuable resources for identifying topics and collecting evidence for a persuasive presentation. This assignment will involve doing both, in conjunction with the Persuasive Speech. Criteria will be provided for this assignment in class at a later date.

Presentations: There will be three major and four minor presentations. Each speech will build upon the previous one. This incremental method is based on the idea that a complex activity, like public speaking, is best learned in small palatable units of instruction. When complex skills are developed gradually, opportunities for success and reinforcement are enhanced. More information regarding the criteria for each speech will be given at a later time. Grading criteria sheets are provided in the workbook. Please bring a blank copy on your speaking day.

Your Grade

Exams 1 (20 pt), 2 (20 pt), 3 (25 pt)	65 points
Peer evaluation of one major speech	5 points
Social media research assignment	10 points
Minor Speeches	
Speech of Introduction	5 points
Giving a Toast	5 points
Pet Peeve Speech	5 points
Eulogy	5 points
Major Speeches	
Informative Speech (without sensory aids)	25 points
Informative Speech (with sensory aid)	35 points
Persuasive Speech (Monroe's Motivated Sequence)	<u>40 points</u>
Total Points Possible	200 points

Grading Scale

180-200 = A

160-179 = B

140-159 = C

120-139 = D

Below 120: Not an option!

Tentative Course Schedule

DATE	TOPIC/SPEECHES/EXAMS	READING
1/29	Introduction to the Course A Contemporary Approach to Public Speaking	Ch. 1
1/31	Getting Started: Your First Speech Read on your own and prepare the first minor speech. No class, Dr. Waldeck @ NCA Leadership Retreat in Washington, DC	Ch. 2
2/5	Minor Speech 1: Introducing Yourself	
2/7-2/12	No Class: Dr. Waldeck @ American Business Communication Association Conference. Complete speech analysis assignment Read Chapter 3	
2/14	Developing Confidence and Coping With Your Fears	Ch. 4
2/19	Minor Speech 2: Pet Peeve	
2/21	Relating to Your Audience: Credibility, Ethics, and Audience Analysis/Adaptation	Ch. 5, 6 Module 7 (online)
2/26	Assign Major Speech 1: Informative, No Sensory Aid	Ch. 8, 11
2/28	Exam 1 (Ch. 1, 2, 3, 4, 5, 6)	
3/5	Organizing, Introducing, and Concluding Your Speech	Ch. 9, 10 (pp. 166-170) (Module 8, online)
3/7	Using Sensory Aids	Ch. 16, 7
3/12-3/14	Deliver Major Speech 1: Informative, No Sensory Aid	
3/19	Contemporary Perspectives on Sensory Support & Audience Engagement	
3/21	Assign Major Speech 2: Informative w/ Sensory Support Strategies for Effectively Opening and Closing Your Presentation	Ch. 10 (pp. 171-180)

3/26-3/28	Spring Break, No Class	
4/1	Special Occasion Speaking	Ch. 17 Module 3 (online)
4/4	Minor Speech 3: Eulogy	
4/9-4/11	Major Speech 2: Deliver Informative w/ Sensory Support	
4/16	Peer Evaluations of Major Speech 2 Due Assign Major Speech 3: Persuasive Speech with social media research component	Ch. 12
4/18	Exam 2 (Ch 7, 8, 9, 11, 16, 17)	
4/23	Generating Persuasive Arguments	Ch. 13
4/25	Verbal and Nonverbal Strategies for Enhanced Delivery	Ch. 14, 15
4/30	Minor Speech 4: Toast	
5/2	Catch up	
5/7-5/9	Deliver Major Speech 3: Persuasive (w/ social media research assignment due)	

Final exam (Chapters 10, 12, 13, 14, 15):
T/Th 11:30 am class: 10:45 am, Thursday, May 16
T/Th 2:30 pm class: 8:00 am, Monday May 13