



Public Speaking (SPCH 1315)

Credit: 3 semester credit hours (3 hours lecture)

Prerequisite/Co-requisite: None.

Course Description

Application of communication theory and practice to the public speaking context, with emphasis on audience analysis, speaker delivery, ethics of communication, cultural diversity, and speech organizational techniques to develop students' speaking abilities, as well as ability to effectively evaluate oral presentations.

Required Textbook and Materials

There are two required textbooks for this course:

1. A Concise Public Speaking Handbook, 3rd Edition. Steven A. Beebe and Susan J. Beebe
2. What Every Student Should Know About...Citing sources with MLA Documentation. Greer.

Choose one of the following "Purchasing Methods":

- Purchase bundled from the bookstore or Pearson store:
 - ISBN: 978-0-205-93463-8
 - <http://www.pearsonhighered.com/educator/product/CONCISE-PUYBL-SPEAKG-HDBKWESSKA-CITING-SRC/9780205934638.page>
- Purchase separately:
 1. Concise Public Speaking Handbook, 3rd. Edition. Steven A. Beebe and Susan J. Beebe (Paper: ISBN 978-0-205-75370-3 or Electronic ISBN: 978-0-205-82812-8
 2. What Every Student Should Know About...Citing sources with MLA Documentation. Greer. (ISBN: 978-0-205-71511-4)

Additional Materials:

- 1 package of 3x5 to 5x8 index cards, 2 Scantrons and a #2 pencil,
- Material for creating visual aids.
- Must have the ability to upload/print documents for class
- **We will be using Blackboard for this course.**

Objectives

Course Objectives

Upon completion of this course, the student will be able to:

1. Demonstrate an understanding of the foundational models of communication.
2. Apply elements of audience analysis.
3. Demonstrate ethical speaking and listening skills by analyzing presentations for evidence and logic.

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4. Research, develop and deliver extemporaneous speeches with effective verbal and nonverbal techniques.
5. Demonstrate effective usage of technology when researching and/or presenting speeches.
6. Identify how culture, ethnicity and gender influence communication.
7. Develop proficiency in presenting a variety of speeches as an individual or group (e.g. narrative, informative or persuasive).

Core Objectives

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

Course Outline

- A. Introduction to Public Speaking
 - a. Speaking in Public
 - b. The Audience-Centered Speechmaking Process
 - c. Ethics and Free Speech
 - d. Improving Your Confidence
- B. Analyzing an Audience
 - a. Listening
 - b. Analyzing Your Audience
 - c. Adapting to Your Audience as You Speak
- C. Preparing a Speech
 - a. Developing Your Speech
 - b. Gathering Supporting Material
 - c. Supporting Your Material
- D. Crafting a Speech
 - a. Organizing Your Speech
 - b. Developing an Introduction
 - c. Developing a Conclusion
 - d. Outlining and Editing Your Speech
 - e. Using Words Well
- E. Delivering a Speech
 - a. Methods of Delivery
 - b. Nonverbal Communication
 - c. Verbal Communication
 - d. Delivering Your Speech
 - e. Selecting Presentation Aids
 - f. Designing and Using Presentation Aids
- F. Types of Speeches
 - a. Informative Speaking
 - b. Understanding Principles of Persuasive Speaking
 - c. Using Persuasive Strategies
 - d. Speaking in Small Groups

Grade Scale

900 – 1000	A
800 – 899	B
700 – 799	C

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600 – 699	D
0 – 599	F

Course Evaluation

Final grades will be calculated according to the following criteria:

Five Speeches	50%
Homework, written assignments	20%
Tests	20%
Discussion Boards and Participation	10%

Course Requirements

In this course you will be required to complete 5 speeches (including written preparation) which will include an introduction speech, two informative speeches, and two persuasive speeches. In addition, you will participate in group discussion, complete homework assignments, self-evaluations and listening assignments.

Course Policies

1. No food, drinks, or use of tobacco products in class.
2. Electronic devices must be turned off while in class.
3. The students are responsible for initiating and completing the drop process. Students who stop coming to class and fail to drop the course will earn an ‘F’ in the course.
4. Plagiarism in this class will not be tolerated. Plagiarism will result in a minimum of failure of the assignment. Further action may be taken as determined by the instructor.
5. Additional class policies as defined by the individual course instructor.

Technical Requirements

The latest technical requirements, including hardware, compatible browsers, operating systems, software, Java, etc. can be found online at:

<http://kb.blackboard.com/pages/viewpage.action?pageId=71860304>

A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of the online technology and resources.

Disabilities Statement

The Americans with Disabilities Act of 1992 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. Among other things, these statutes require that all students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodations for their disabilities. If you believe you have a disability

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requiring an accommodation, please contact the Special Populations Coordinator at (409) 880-1737 or visit the online resource:
<http://www.lit.edu/depts/stuserv/special/defaults.aspx>

Course Schedule

Week	Topic	Reference
1	Orientation to Class Class Introductions Pre-Test	Online: First Things First Discussion Board
2	Introduction to Public Speaking The Audience Centered Speech-Making Process Ethics and Free Speech Improving Your Confidence	Online: Learning Modules/Chapters 1-4
3	Listening Analyzing Your Audience Adapting to Your Audience as You Speak Introduction Speech and Self Evaluation	Online: Learning Modules/Chapters 5-7
4	Developing Your Speech Gathering Supporting Materials Supporting Your Speech Library Assignment	Online: Learning Modules/Chapters 8-10
5	Organizing Your Speech Developing an Introduction Developing a Conclusion Outlining and Editing Your Speech	Online: Learning Modules/Chapters 11-14
6	Test 1: Chapters 1-14 Prepare for Speeches Tribute Speech Outline	Online: Learning Modules/Chapters 1-14 Discussion Boards
7	Using Words Well Methods of Delivery Informative Speaking	Online: Learning Modules/Chapters 15-16 Online: Learning Module/Chapter 22
	Tribute Speech and Self Evaluation	
8	Nonverbal and Verbal Communication Delivering Your Speech	Online: Learning Modules/Chapters 17-19

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Week	Topic	Reference
	Informative Speech and Self Evaluation	
9	Selecting, Designing and Using Presentation Aids	Online: Learning Modules/Chapters 20-21
	Informative Speech and Self Evaluation	
10	Understanding Principles of Persuasive Speaking	Online: Learning Module/Chapters 23
	Listening Reports	
11	Using Persuasive Strategies	Online: Learning Module/Chapter 24
	Problem-Solution Outline	
12	Persuasive Speech: Problem-Solution and Self Evaluation	Online: Learning Module/Chapter 24
13	Speaking on Special Occasions	Online: Learning Module/Chapter 25
14	Speaking in Small Groups	Online: Learning Module/Chapter 26
	Monroe's Motivated Sequence Outline	
15	Persuasive Speech: Monroe's Motivated Sequence and Self Evaluation	
16	Test 2: Chapters 14 – 26	Online Learning: Modules/Chapters 14-26

Contact information varies by instructor.