



SPCH 1315 – Public Speaking  
Spring 2025

*Course Syllabus Class Addendum*

**Instructor Contact Information**

<b>Instructor</b>	Donna Burnside, M.A. (I answer to Ms. Burnside)
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<b>Office Location</b>	TC – Room 225
<b>Office Hours Spring 2025</b>	Monday, Wednesday & Friday 7:15 – 11:00 Tuesday & Thursday 7:15- 9:15

*Course Syllabus - Public Speaking (SPCH 1315)*

**Credit:** 3 semester credit hours (3 hours lecture)

**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.

**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.
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**

### **Chapter 1: The Basics of Public Speaking**

- 1.1 – What is Public Speaking?
- 1.2 – Anxiety and Public Speaking
- 1.3 – Understanding the Process of Public Speaking
- 1.4 – The Value of Public Speaking in Your Life
- 1.5 – Getting Started in Public Speaking

- 4.3 – Formulating a Central Idea Statement
- 4.4 – Problems to Avoid with Specific Purpose and Central Idea Statements

### **Chapter 5: Researching Your Speeches**

- 5.1 – Research
- 5.2 – Accessing Information Through a Library

### **Chapter 2: Audience Analysis and Listening**

- 2.1 – The Importance of Audience Analysis
- 2.2 – Demographic Characteristics
- 2.3 – Psychographic Characteristics
- 2.4 – Contextual Factors of Audience Analysis
- 2.5 – Listening in Public Speaking Settings

### **Chapter 3: Ethics in Public Speaking**

- 3.1 – Sources of Ethical Stances on Communication and Public Speaking
- 3.2 – Credibility and Ethics
- 3.3 – Plagiarism

### **Chapter 4: Developing Topics for Your Speech**

- 4.1 – Getting Started with Your Topic
- 4.2 – Formulating a Specific Purpose Statement

- 5.3 - Research on the Internet
- 5.4 - Conducting Your Own Research

## **Chapter 6: Organizing and Outlining Your Speech**

- 6.1 – Why We Need Organization in Speeches
- 6.2 – Patterns of Organization
- 6.3 – Connective Statements
- 6.4 – Outlining

## **Chapter 7: Supporting Your Speech Ideas**

- 7.1 – Why Supporting Materials are Needed
- 7.2 – Types of Supporting Materials
- 7.3 – Attention Factors and Supporting Materials

## **Chapter 8: Introductions and Conclusions**

- 8.1 – General Guidelines for Introductions and Conclusions
- 8.2 – Structuring the Introduction
- 8.3 - Examples of Introductions
- 8.4 – Structuring the Conclusion
- 8.5 – Examples of Conclusions

## **Chapter 9: Presentation Aids in Speaking**

- 9.1 – What are Presentation Aids?
- 9.2 – Functions of Presentation Aids
- 9.3 – Types of Presentation Aids
- 9.4 – Using Presentation Slides
- 9.5 – Low-Tech Presentation Aids

## **Chapter 10: Language**

- 10.1 – What Language Is and Does
- 10.2 – Standards for Language in Public Speaking
- 10.3 – Developing Your Ability to Use Effective Language in Public Speaking

## **Chapter 11: Delivery**

- 11.1 – The Importance of Delivery
- 11.2 – Methods of Speech Delivery
- 11.3 – Preparing For Your Delivery
- 11.4 – Practicing Your Delivery

- 11.5 – What to do When Delivering Your Speech
- 11.6 - Expert Advice on the Voice from an Acting Instructor

### **Chapter 12: Informative Speaking**

- 12.1 – What is an Informative Speech?
- 12.2 – Types of Informative Speeches
- 12.3 – Guidelines for Selecting an Informative Speech Topic
- 12.4 – Guidelines for Preparing an Informative Speech
- 12.5 – Giving Informative Speeches in Groups

### **Chapter 13: Persuasive Speaking**

- 13.1 – Why Persuade?
- 13.2 – A Definition of Persuasion
- 13.3 – Why is Persuasion Hard?
- 13.4 – Traditional Views of Persuasion
- 13.5 – Constructing a Persuasive Speech

### **Chapter 14: Logical Reasoning**

- 14.1 – What is Correct Reasoning?
- 14.2 – Inductive Reasoning
- 14.3 – Deductive Reasoning
- 14.4 – Logical Fallacies

### **Chapter 15: Special Occasion Speaking**

- 15.1 – Understanding Special Occasion Speeches
- 15.2 – Types of Special Occasion Speeches
- 15.3 – Special Occasion Language
- 15.4 – Special Occasion Deliver

## Required Textbook and Materials

1. Our textbook for SPCH 1315 is Exploring Public Speaking, 4th Edition. This is a free e-book available online at <https://oer.galileo.usg.edu/communication-textbooks/1/> in Word, PDF and EPUB (earlier editions) formats. You can also view and download the PDF attachment on Blackboard.
2. 1 package of 3x5 or 5x8 index cards
3. Material for creating visual aids
4. Must have the ability to upload/print documents for class
5. We will be using Blackboard for this course, as well as LIT email.
6. USB

## Course Requirements

1. Blackboard – You all have a LIT Blackboard account you should check weekly, at minimum. In addition to finding assignment directions, PowerPoint files, grades, etc., you will also turn in some of your assignments on Blackboard.
2. LIT Email – You should check your LIT email daily, Monday-Friday.
3. Starfish – Your attendance is recorded in Starfish as we go. You can check this as the semester progresses to be aware of your recorded attendance.

## Course Grading

### Speeches: 40%

- Introductory Speech (100 pts)
- Informative Speech (100 pts)

### MMS Speech (Common Assignment)20%

### Exams: 20%

- Tests (100 pts) each

### Homework/Participation: 20%

- Library Assignment (50 pts)
- Listening Report (100 pts)
- Self & Peer Critique (50 pts)

**Grade Sheet (This is for you to use to keep up with your grade in the class.)**

<b>Assignment</b>	<b>Possible Points</b>	<b>Points Earned</b>
<b>Introductory Speech</b>	100	
<b>Commemorative Speech</b>	100	
<b>Informative Speech</b>	100	
<b>Problem/Solution Speech</b>	100	
<b>MMS Speech</b>	150	
<b>Library Assignment</b>	50	
<b>Listening Report</b>	100	
<b>Self/Peer Evaluation</b>	50	
<b>Tests</b>	100	
<b>Vision Board Speech</b>	100	
<b>Attendance/Participation</b>	100	
<b>TOTAL/Final Grade</b>	1000	

**Speech 1: Introductory**—Self Introduction -

- 2-3 minutes
- Typed manuscript of the speech
- No outline required

**Speech 2: Informative**—construct and deliver an informative speech

- 4-6 minutes
- **PowerPoint required; turn in a handout version of your PowerPoint in black and white**
- **Typed outline in proper format**
- **Typed APA bibliography with a minimum of three qualified sources. Attach to outline.**
- **Deliver speech from prepared presentation on index cards.**

**Speech 3: Persuasive**—construct and deliver a persuasive speech on a topic that is relevant to your audience and about which you feel strongly.

- 4-6 minutes
- **PowerPoint required; turn in a handout version of your PowerPoint in black and white**
- **Typed outline in proper format**
- **Typed APA bibliography with a minimum of three qualified sources. Attach to outline.**

- **Deliver speech from prepared presentation on index cards.**

**Speech 4: Commemorative**—write and deliver a speech honoring someone, something, or some event that has impacted or changed your viewpoint or attitude.

- 4-7 minutes
- **PowerPoint required**
- **A typed double-spaced manuscript of the speech with a title page is to be turned in the first day of speeches.**
- **No outline required to be turned in.**
- **Deliver speech from prepared presentation on index cards.**

**Speech 5: Problem & Solution** --This speech is designed to provide an opportunity for the student to convince their audience of the existence of a problem and to accept their solution.

- 4-7 minutes
- **PowerPoint Required**
- **A typed double-spaced manuscript of the speech with a title page is to be turned in the first day of speeches.**
- **No outline required to be turned in**
- **Deliver speech from prepared presentation on index cards.**

### **ACADEMIC DISHONESTY**

Students found to be committing academic dishonesty (cheating, plagiarism, or collusion) may receive disciplinary action. Students need to familiarize themselves with the institution's Academic Dishonesty Policy available in the Student Catalog & Handbook at <http://catalog.lit.edu/content.php?catoid=3&navoid=80#academic-dishonesty>.

### **TECHNICAL REQUIREMENTS**

The latest technical requirements, including hardware, compatible browsers, operating systems, etc. can be online at <https://lit.edu/online-learning/online-learning-minimum-computer-requirements>. A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of online technology and resources.

### **DISABILITIES STATEMENT**

The Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. LIT provides reasonable accommodations as defined in the Rehabilitation Act of 1973, Section 504 and the Americans with Disabilities Act of 1990, to students with a diagnosed disability. The Special Populations Office is located in the Eagles' Nest Room 129 and helps foster a supportive and inclusive educational environment by maintaining partnerships with faculty and staff, as well as promoting awareness among all members of the Lamar Institute of Technology community. If you

believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409)-951-5708 or email [specialpopulations@lit.edu](mailto:specialpopulations@lit.edu). You may also visit the online resource at [Special Populations - Lamar Institute of Technology \(lit.edu\)](https://www.lit.edu/specialpopulations).

### **STUDENT CODE OF CONDUCT STATEMENT**

It is the responsibility of all registered Lamar Institute of Technology students to access, read, understand and abide by all published policies, regulations, and procedures listed in the *LIT Catalog and Student Handbook*. The *LIT Catalog and Student Handbook* may be accessed at [www.lit.edu](http://www.lit.edu). Please note that the online version of the *LIT Catalog and Student Handbook* supersedes all other versions of the same document.

### **STARFISH**

LIT utilizes an early alert system called Starfish. Throughout the semester, you may receive emails from Starfish regarding your course grades, attendance, or academic performance. Faculty members record student attendance, raise flags and kudos to express concern or give praise, and you can make an appointment with faculty and staff all through the Starfish home page. You can also login to Blackboard or MyLIT and click on the Starfish link to view academic alerts and detailed information. It is the responsibility of the student to pay attention to these emails and information in Starfish and consider taking the recommended actions. Starfish is used to help you be a successful student at LIT.

### **AI STATEMENT**

Lamar Institute of Technology (LIT) recognizes the recent advances in Artificial Intelligence (AI), such as ChatGPT, have changed the landscape of many career disciplines and will impact many students in and out of the classroom. To prepare students for their selected careers, LIT desires to guide students in the ethical use of these technologies and incorporate AI into the classroom instruction and assignments appropriately. Appropriate use of these technologies is at the discretion of the instructor. Students are reminded that all submitted work must be their own original work unless otherwise specified. Students should contact their instructor with any questions as to the acceptable use of AI/ChatGPT in their courses.

## **Course Policies**

1. No use of tobacco products in class.
2. Computers, telephones, headphones, and any other electronic devices must be turned off while in class or used only with permission of the instructor.
3. Do not bring children to class.
4. No late assignments will be accepted.
5. If you wish to drop a course, the student is responsible for initiating and completing the drop process. If you stop coming to class and fail to drop the course, you will earn an 'F' in the course.
6. If you email the instructor during the week, the instructor has 24 hours to respond and, on the weekend, will be the following Monday.
7. Additional class policies as defined by the individual course instructor.



**Note: Majority of the students in class work a full or part time job. All of the classroom rules apply to you with no exceptions! Attending school is your full-time job...and I want to see you succeed,**

## **Fall & Spring Semester**

3 absences — Tuesday/Thursday or Monday/Wednesday/Friday classes

2 absences — Classes meeting one time per week

I will not be accepting doctor excuses or excuses in my class unless it is school related.

Keep in mind that no make-up will be given for in-class assignments (assignments that are dispensed and completed during the same class period), because they are tied to a particular class session.

- **If you have your cell phone on the desk, utilizing it or if it is ringing minus 20 points will be deducted from the assignment that is currently due. 2<sup>nd</sup> offense will be dismissed from class. The 3<sup>rd</sup> offense will be asked to drop the class.**

### **Make-up Policy:**

**You will be given one week to present your speech, and you are required to present during that time frame**

- Students absent from class on scheduled speaking dates, or assignments are due will receive a zero (0) for the assignment.

### **SPEECHES**

- All students are required to be present for every other student's speech and this rule goes for all speeches presented in the course. If you are absent or leave early on any of the speech days, you will receive a "0" for your personal speech grade. The instructor reserves the right to modify this at his/her discretion, see Make-up-Work. This is a speech course. If you skip, miss, or do not give any of the major speeches you will receive an "F" for the course.

Note cards: When you present your speech, you will be required to write your speech on note cards and use the note cards while presenting the speech. If you do not have note cards, I will subtract 10 points or more from your grade. (This could really hurt your grade for the speech)

### **Participation and Punctuality Policy**

It will benefit the student to be on time for class. Thus, something may be said that is of extreme importance, but because you were late you did not get the message. The instructor is not obligated to repeat information that is missed due to lateness or absence.

1. Students must participate in all activities and class discussions.
2. Students must submit all assignments on the day scheduled.
3. Students must successfully complete all assignments related to the course.
4. Students who are late after the instructor has called the roll will be considered absent.

### **Reading Assignments/Class Participation Policy**

Students are to read assignments prior to coming to class. There may be a pop quiz every week before or after each chapter discussion. Students will be expected to participate in discussions, ask and answer questions, and offer critical reviews of the materials. You can't make up a pop quiz if you are late or absent from class.

### **Written Assignments**

All written assignments must be turned in on the day(s) posted and stapled. All written assignments must be computer generated on clean, unwrinkled typing paper 8 ½ X 11. This applies to out of class assignments. It will not be accepted any other way. When submitting assignments, answering test

questions, etc., be sure you spell correctly, use appropriate punctuation and grammar, and write paragraphs that include details that show progression of thought.

**All out of class assignments should be typed in the following format:**

**Times New Romans**

**12 Font**

**Double Space**

**STUDENT NETWORK:** During the first week of class, you should obtain the name and the telephone numbers of four (5) other classmates. This will be the beginning of your network.

Classmate's name \_\_\_\_\_ Phone # \_\_\_\_\_  
 Classmate's name \_\_\_\_\_ Phone # \_\_\_\_\_  
 Classmate's name \_\_\_\_\_ Phone # \_\_\_\_\_  
 Classmate's name \_\_\_\_\_ Phone # \_\_\_\_\_  
 Classmate's name \_\_\_\_\_ Phone # \_\_\_\_\_

**Standard Speech Deductions**

Students are provided with detailed instructions for all speeches, and expectations are discussed in class and practiced before completing for a grade. For fairness, there is a list below of the standard deductions for common errors on speeches.

<b>Error</b>	<b>Penalty</b>
No Outline and/or Works Cited	Zero on the speech
Over/under time	-1 point per 5 seconds
Missing source(s) on Works Cited	-10 per source
Sources not verbally cited	-5 per source
Incorrect attire (Jeans, athletic wear, pajamas, joggers, etc.)	-20
Cell phone ringing during a classmate's speech	-20
Interrupting a speech by walking in or out	-20

**Syllabus Agreement**

I have received the SPCH 1315 syllabus. I have read and agree to the policies set forth in the syllabus and syllabus addendum. **My signature below also affirms that, by enrolling as a student in SPCH 1315 at Lamar Institute of Technology, I agree to and will abide by the course policies set forth in this syllabus.**

**Printed Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**All out of class assignments should have a title page. The title page should look like the following below. NO EXCEPTIONS!!**  
**You may copy, paste the document and edit the information.**

Title of Paper

Submitted by:  
(Your NAME)

Submitted to:  
Mrs. Burnside

SPCH 1315 Public Speaking  
Section \_\_\_\_\_

Lamar Institute of Technology

Date the assignment is due on

NOTE: All out of class assignments must be typed and have a title page...

Note: Our syllabus schedule is not a contract in stone; I will attempt to maintain our schedule but there may be times when it is subject to change. It is your responsibility to keep up with any such changes.

*Please download your syllabus and refer to the class policies.*

Week 1 Jan. 27-Feb. 2	Orientation to the course-Read Syllabus & Addendum Note: Many documents and tasks must be read /completed thoroughly.
Week 2 Feb. 3-9	Module 1, 2 read and complete (Test) Go over Introduction Speech Go over Delivery & Pointers
Week 3 Feb. 10-16	<b><u>SPEECH 1</u></b> <b><u>Introduction Speech Due</u></b>
Week 4 Feb. 17-23	Chapter 3,4,5 Test (3) Ethics in Public Speaking, (4) Developing Topics for your Speech, (5) Researching Your Speeches <b><u>Outlining MLA Workshop</u></b>
Week 5 Feb. 24- Mar. 2	<b><u>Library Assignment Due,</u></b>
Week 6 Mar. 3-9	Chapter 6,7,12 (6) Organizing & Outlining Your Speech, (7) Supporting Your Speech Ideas, (12) Informative Speaking Test, Go over Informative Speech
Week 7 Mar. 10-16	Spring Break, Enjoy!
Week 8 Mar. 17-23	<b><u>Informative Speech and Outlines Due</u></b>
Week 9 Mar. 24-30	Chapter 13,9,10 Test (9) Presentation Aids in Speaking, (10) Language, (13) Persuasive Speaking <b><u>GO OVER MMS</u></b>
Week 10 Mar. 31-Apr. 06	<b><u>MMS Due</u></b>
Week 11 Apr. 7-13	Chapter 8 Test (8) Introductions & Conclusions <b><i>Apr. 10 Professional Dev. Day (No Class)</i></b>
Week 12 Apr. 14-20	Chapter 15 Test (15) Special Occasion Speaking <b><u>April 18 Good Friday (No Class)</u></b>
Week 13 Apr. 21-27	Chapter 11 Test (11) Delivery (14) Logical Reasoning
Week 14 Apr. 28- May 04	Listening Report Due
Week 15 May 5-11	Make sure all Chapter Tests are completed
Week 16 May 8-14	Final Exam Week