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
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.
   https://static1.squarespace.com/static/5d3675db5281d70001067e60/t/5f2ccedfcc46b01da8e56ef4/1596772071747/Exploring+Public+Speaking+4_0_1.pdf

2. 1 package of **white** 3x5 or 5x8 index cards
3. 2 #882-E Scantrons and a #2 pencil
4. Material for creating visual aids
5. Must have the ability to upload/print documents for class
6. We will be using Blackboard for this course
7. Flash Drive
8. Computer, laptop or must have access.

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

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
600 – 699	D
0 – 599	F

Course Evaluation

Final grades will be calculated according to the following criteria:

Speeches   40%

MMS Speech Common Assignment 20%

Exams 20%

Homework & Participation 20%

Course Policies
1. No food, drinks, or 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. Tests. Students that miss a test are not allowed to make up the test. Students that miss a test will receive a grade of '0'.
6. 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.
7. Additional class policies as defined by the individual course instructor.

Technical Requirements (for courses using Blackboard)
The latest technical requirements, including hardware, compatible browsers, operating systems, software, Java, etc. can be found online at:
https://help.blackboard.com/en-us/Learn/9.1_2014_04/Student/015_Browser_Support/015_Browser_Support_Policy A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of the online technology and resources.

- o Disability 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)839-2018. You may also visit the online resource at Special Populations - Lamar Institute of Technology (lit.edu)

Student Code of Conduct Statement

SPCH 1315
Course Syllabus

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 or obtained in print upon request at the Student Services Office. Please note that the online version of the *LIT Catalog and Student Handbook* supersedes all other versions of the same document