

SPCH 1315 -2A4



**LAMAR INSTITUTE  
OF TECHNOLOGY**

**INSTRUCTOR CONTACT INFORMATION**

Instructor: Donna Burnside  
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Office Phone: 409.245.8406  
Office Location: Technology  
Office Hours: MW 8:00-10:30, 12:00-2:00 TTH 8:00-11:00 12:30-2:00

**CREDIT**

3 Semester Credit Hours (3 hours lecture, 0 hours lab)

**MODE OF INSTRUCTION**

Face to Face

**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.

**COURSE OBJECTIVES**

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

1. Demonstrate an understanding of the foundational models of communication.
  1. Apply elements of audience analysis.
  2. Demonstrate ethical speaking and listening skills by analyzing presentations for evidence and logic.
  3. Research, develop and deliver extemporaneous speeches with effective verbal and nonverbal techniques.
  4. Demonstrate effective usage of technology when researching and/or presenting speeches.
  5. Identify how culture, ethnicity and gender influence communication.
  6. Develop proficiency in presenting a variety of speeches as an individual or group (e.g. narrative, informative or persuasive).

## REQUIRED TEXTBOOK AND MATERIALS

- 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.
1. 1 package of 3x5 or 5x8 index cards
  2. Must have the ability to upload/print documents for class
  3. We will be using Blackboard for this course, as well as LIT email.
  4. USB

## ATTENDANCE POLICY

**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

4 absences — Tuesday/Thursday or Monday/Wednesday classes You must complete the work to receive a grade. If you miss 4 consecutive days you will receive an F as your grade.

3 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-ups 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. 3<sup>rd</sup> offense will be asked to drop the class.**

## DROP POLICY

If you wish to drop a course, you are responsible for initiating and completing the drop process by the specified drop date as listed on the [Academic Calendar](#). If you stop coming to class and fail to drop the course, you will earn an "F" in the course.

## STUDENT EXPECTED TIME REQUIREMENT

For every hour in class (or unit of credit), students should expect to spend at least two to three hours per week studying and completing assignments. For a 3-credit-hour class, students should prepare to allocate approximately six to nine hours per week outside of class in a 16-

week session OR approximately twelve to eighteen hours in an 8-week session. Online/Hybrid students should expect to spend at least as much time in this course as in the traditional, face-to-face class.

## **COURSE CALENDAR**

### **COURSE EVALUATION**

Final grades will be calculated according to the following criteria:

- Speeches 40%
- MMS Speech (Common Assignment) 20%
- Exams 20%
- Homework Participation 20%

### **GRADING SCALE**

90-100	A
80-89	B
70-79	C
60-69	D
0-59	F

LIT does not use +/- grading scales

### **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 \(lit.edu\)](http://Special Populations - Lamar Institute of Technology (lit.edu)).

### **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.

### **ADDITIONAL COURSE POLICIES/INFORMATION**

#### **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.**

## Course Policies

### Course Requirements

1. Blackboard – You should check your Blackboard account 3-4 times per week.
2. LIT Email – You should check your LIT email regularly.

### Additional Course Policies/Information

1. Academic Dishonesty (Cheating, plagiarism, etc.) will not be tolerated. On the first offense, you will fail the assignment. On the second offense, you will fail the class.
2. Student assignments are accepted solely on Blackboard. Work will not be accepted via email or in person. It is the student's responsibility to learn to use Blackboard appropriately.
3. Blackboard training is offered to students at no cost.
4. No late work is accepted under any circumstances.

5. If you email the instructor during the week, the instructor has 24 hours to respond and on the weekend will be the following Monday.
6. Speech requirements are listed below. Failure to comply with all requirements on a speech assignment will result in a zero grade for that speech.
  - a. Students must submit:
    - i. Full-sentence/preparation outline
    - ii. Works Cited page
    - iii. Visual aid
    - iv. Speech video
  - b. The audience must have a minimum of 3 adult members. Failure to have all 3 audience members will result in a zero.
  - c. Student speech videos must clearly show the front of the student and the 3 adult audience members throughout the entire speech. Failure to do so will result in a zero.
  - d. Videos must be unedited. Edited videos will result in a zero.
  - e. Videos must be correctly uploaded to YouTube with an “unlisted” or “public” privacy setting. If you set it to “private” I will not be able to view it and therefore it is as if you didn’t turn it in.
  - f. Videos must be focused (not blurry, fuzzy, etc.) and must not have background noise such as babies, children, pets, TVs, cell phones, etc.
  - g. Students are expected to dress appropriately for speeches. Please dress BUSINESS CASUAL if not, **will result in a letter grade penalty**. EX. (Polo Shirt and Khakis and not joggers). Sometimes in the online course people get “too comfortable” when speaking in their own homes. Wearing of ball caps, inappropriate clothing or chewing gum, not wearing shoes, etc. during a speech will result in a letter grade penalty. Remember this course is a college course and you are giving professional/formal presentations. Think about the impression your dress might make on your audience.
  - h. You are expected to **WATCH** your videos. Watch them before you post to YouTube. Ask yourself “Is this my best work?” If not, you may have to record again. Do not let the first ‘take’ be the only time you do your speech. *You should practice many times before you ever bring in the audience and the camera.*
  - i. Speeches that are read will be penalized up to 2 letter grades per speech. The goal of this class is to speak extemporaneously; well-researched, well-rehearsed, effective use **of notecards**, and overall well-prepared speeches are the expectation. Reading is not effective or acceptable.
  - j. Speeches will receive a penalty if they are not in the assigned time limit. The penalty is 1 point per 5 second increment, over or under time.

**Make-up Policy:**

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

**SPEECHES**

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.

Error	Penalty
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...

**Tentative Class Schedule (subject to change at the instructor's discretion)**

<p>Week 1 Feb. 13-19</p>	<p>Orientation to the course-Read Syllabus &amp; Addendum Note: Many documents and tasks must be read /completed thoroughly. Module 1, 2 read and complete (Test) Go over Introduction Speech Go over Delivery &amp; Pointers</p>
<p>Week 2 Feb. 21-26</p>	<p>Chapter 3,4,5 Test</p>
<p>Week 3 Feb. 28-Mar. 5</p>	<p><u><b>SPEECH 1</b></u> <u><b>Introduction Speech Due</b></u> Go over Informative Speech</p>
<p>Week 4 Mar. 7-12</p>	<p><u><b>Library Assignment Due</b></u>, Chapter 6,7,12 Test,</p>
<p>Week 5 Mar. 14-19</p>	<p>SPRING BREAK!</p>
<p>Week 6 Mar. 21-26</p>	<p>Chapter 13,9,10 Test Go over MMS Speech</p>
<p>Week 7 Mar. 28- Apr. 02</p>	<p>Informative Speech Due</p>
<p>Week 8 Apr. 04-09</p>	<p><u><i>Listening Report Activity Distribute</i></u> Work on in class MMS Speech (F2F) <u><b>GO OVER Monroe Motivated Sequence Speech</b></u> Chapter 13,9,10 Test</p>
<p>Week 9 Apr. 11 - 16 April 15</p>	<p>NO CLASS Good Friday (No Class)</p>

Week 10 Apr. 18-23	MMS DUE
Week 11 Apr. 25- 30	Chapter 13,9,10 Test
Week 12	<u>Listening Report Due</u>

**\*\*\* Complete all Chapter Tests in Blackboard**