

SPCH 1315 Public Speaking, Section 2B4

Spring 2024

INSTRUCTOR CONTACT INFORMATION

Instructor: Dr. Dawn Katz
Email: dakatz@lit.edu
Office Hours: By appointment via Zoom or phone



**LAMAR INSTITUTE
OF TECHNOLOGY**

CREDIT

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

MODE OF INSTRUCTION

Online

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

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

Approved: **Initials/date**

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

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 EVALUATION

Final grades will be calculated according to the following criteria:

- | | |
|----------------------------------|-------|
| • 3 Speeches | 27.5% |
| • MMS Speech (Common Assignment) | 15% |
| • Discussions / Participation | 32.5% |
| • Tests | 25% |

GRADE 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. You may also visit the online resource at [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. 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

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. It is the student's responsibility to learn to use Blackboard appropriately. Blackboard training is offered to students at no cost.
3. Speech requirements are listed below. Failure to comply with all requirements on a speech assignment will result in a zero grade for that speech. You must include all four items for each speech.
 1. Students must meet all four requirements below to avoid receiving a zero.
 - i. Outlines
 - ii. Works Cited page
 - iii. Visual aid
 - iv. Speech video
 2. Student speech videos must clearly show the front of the student. Failure to do so will result in a zero.
 3. Videos must be unedited. Edited videos will result in a zero.
 4. You should dress professionally and have an appropriate background. Please do not deliver speeches sitting on your bed.
 5. 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. Videos not uploaded to YouTube will receive a zero.
 6. Videos must be focused (not blurry, fuzzy, etc.) and must not have background noise such as babies, children, pets, TVs, cell phones, etc.
 7. Speeches should not include media with other people talking; this does not count as a visual aid, and points will be deducted at a high manner for doing this.
 8. Students are expected to dress appropriately for speeches. 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 college course and you are giving professional/formal presentations. Think about the impression your dress might make on your audience.
 9. You are expected to WATCH your videos. Watch them before you post to YouTube and/or submit for grading. 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.
 10. Speeches that are read will receive a grade of no more than 50%. 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.
2. For each of your speeches and assignments there are instructions and requirements on Blackboard. See "Assignments" under "Course Content." It is very important that you

review these instructions BEFORE completing your work and that your work fulfills the requirements

3. After you have presented each of your speeches, complete a self-evaluation on Blackboard. Find these under “Assignments.” This is an opportunity for you to look back at your preparation and delivery. What went well? Where can you make improvements? The evaluation for your final speech, the group project, is different in that you will be evaluating not only yourself but also your group members. There’s a form for that attached to the assignment.
4. Your Exams are each 50 multiple-choice and true/false questions coming primarily from your textbook. These two tests will be taken online via Blackboard. Exam reviews are provided on Blackboard on day 1 of the class.
5. Discussion Board Posts are due on Blackboard as noted in the class schedule. There is no minimum length for these posts, but most can be answered in about 100 words. Make sure that your response is complete, answers the question, and demonstrates an understanding of your textbook. DO NOT simply Google the question. READ your textbook and reference it in your discussion posts. Please type your response directly into the “Message” field in Blackboard or copy your response from an external Word document and paste your response into the “Message” field. Please DO NOT answer in an attached document.
6. To earn the 25 Participation points, it’s important that you participate in class discussions. Have you asked good questions? Have you commented in a meaningful way on someone else’s Discussion Board Post? Have you offered constructive criticism or praise on a classmate’s speech? Have you submitted all of your work? These are the questions I will be asking to determine how many of the available points each student receives at the end of the semester. These points can sometimes make the difference between one letter grade and the next.
7. Late work will only be accepted upon approval of the instructor within a reasonable amount of time. If you disappear during the semester, for whatever reason, you won’t get to make up missed assignments when you reappear. It is vital that you communicate with me in a timely manner. Email (dakatz@lit.edu) is your best option.
8. 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.
9. Incompletes in this course will only be allowed if ALL of the following conditions are met: 75 percent of the coursework has been completed; a dire situation documented by evidence makes completion during the regular term impossible; and a student formally requests an incomplete

IMPORTANT NOTE

Upon completion of reading the Syllabus, you’re required to email Dr. Katz at dakatz@lit.edu with a message confirming you have read and understand the course policies. Grades will not be posted until you have done so. However, if you do this by 11:59 p.m. on Sunday, February 18, 2024, you will earn 5 points extra credit.

CLASS SCHEDULE (Subject to change. See Blackboard announcements for current info.)

Week/Date Readings/Assignments/Due Dates	
Week 1 2/12-2/18	<ol style="list-style-type: none"> 1. Orientation to the course – Read Syllabus & Explore Canvas 2. Setup YouTube Account 3. Chapters 1 - 5 Discussions due 2/18
Week 2 2/19-2/25	<ol style="list-style-type: none"> 1. Chapters 6 - 8 Discussions due 2/25 2. Read directions for speech #1 and submit topic via email by 12/25
Week 3 2/26-3/3	<ol style="list-style-type: none"> 1. Speech #1 Tribute Speech due 3/3 2. Speech #1 Self-Evaluation due 3/3
Week 4 3/4-3/10	<ol style="list-style-type: none"> 1. Chapters 9 - 15 Discussions due 3/10 2. Exam 1 due 3/10 3. Read directions for speech #2 and submit topic via email by 3/10
Week 5 3/11-3/17	ENJOY SPRING BREAK!
Week 6 3/18-3/24	<ol style="list-style-type: none"> 1. Speech #2 How To Speech due 3/24 2. Speech #2 Self-Evaluation due 3/24 3. Read instructions for speech #3 and submit topic via email by 3/24
Week 7 3/25-3/31	<ol style="list-style-type: none"> 1. Library Assignment (use speech 3 topic) due 3/31
Week 8 4/1-4/7	<ol style="list-style-type: none"> 1. Speech #3 - Informative Speech due 4/7 2. Speech #3 Self-Evaluation due 4/7
Week 9 4/8-14	<ol style="list-style-type: none"> 1. Listening Report due by 4/14 2. Submit topic for speech #4 topic by 4/14
Week 10 4/15-4/21	<ol style="list-style-type: none"> 1. Speech #4 - Problem-Solution Speech due 4/21 2. Speech #4 Self- Evaluation due 4/21 3. Begin working in groups for Monroe’s Motivated Sequence Speech.
Week 11 4/22-4/28	<ol style="list-style-type: none"> 1. Continue working in groups for MSS Speech. 2. Exam 2 due 4/28
Week 12 4/29-5/1	<ol style="list-style-type: none"> 1. Speech #5 – Monroe’s Motivated Sequence Speech due 5/1 2. Speech #5 Group AND Self Evaluations due 5/1