

Public Speaking

COMM 204

Fall 2013

Tuesday/Thursday 5:00-6:20 PM, ASC 331

Instructor: L. Paul Strait Email: strait@usc.edu Phone: 202-270-6397

Office Hours: Tuesday/Thursday 2:00-4:30 PM or by appointment, ASC G6

I. Course Description & Objectives:

This class covers the principles of public speaking, as well as the application of the theory of public discourse to representative speaking situations. Students will be exposed to a wide range of communication theory and vocabulary, and they will be asked to apply these approaches to informative and public speaking. The class will also cover a variety of contemporary topics, tied closely to public policy.

Students will learn how to construct and deliver informative and persuasive speeches and will acquire skills in creating and integrating effective visual aids. As rhetoric is a practical art, students will have extensive opportunities to put these skills into practice, gaining experience and building competence in a variety of speaking contexts. Students will also strengthen their communicative competence through rhetorical analysis and criticism. Finally, students will gain insight into the strategic challenges and ethical requirements of public speaking, and an enhanced capacity to appreciate the art of the good person speaking well.

II. Course Materials

Required

Nelson, P. E., Titsworth S., & Pearson, J. (2013). *iSpeak: Public speaking for contemporary life*, (5th ed.). New York: McGraw-Hill.

Additional readings will be posted on Blackboard and are marked [BB] below.

Recommended

4 x 6 index cards for presentation notes
A current style manual (APA, MLA, or Chicago).

III. Tentative Course Schedule:

Date	Main Topic(s)	Readings/Assignments Due
8/27	Introduction	
8/29	Getting Started	Chapter 1, <i>Assign Rhetorical Criticism</i>

9/3	Preparing Your First Presentation	Chapter 2, Gorgias “Encomium of Helen,”
9/5	Classical Rhetoric	Lysias “On the Murder of Eratosthenes”
9/10	Selecting a Topic and Purpose	Chapter 3
9/12	Delivering Speeches (<i>Actio</i>)	Chapter 7; <i>Assign Speeches</i>
9/17	Analyzing the Audience	Chapter 4
9/19	Research & <i>Inventio</i>	Chapter 5
9/24	Rhetorical Criticism Oral Reports	
9/26	Finish Rhetorical Criticism Oral Reports , midterm review, <i>written analysis due</i>	
10/1	Midterm Exam (Chapters 1-4, 7)	
10/3	Presenting to Inform	Chapter 10
10/8	Organization (<i>Dispositio</i>)	Chapter 6
10/10	Style (<i>Elocutio</i>)	Chapter 8
10/11 – 10/12	LAMDL Tournament #1 – USC (extra credit opportunity)	
10/15	Informative Speeches	
10/17		
10/22	Visual Communication	Chapter 9
10/24	Visual Aid Speech Prep	
10/29	Visual Aid Speeches	
10/31		
11/5	Presenting Persuasive Messages	Chapter 11
11/7	Persuasive Speech Prep	
11/12	Persuasive Speeches	
11/14		
11/19	ARST/NCA Conferences & Thanksgiving Holiday – No Class, Record Apology Speeches	
11/21		
11/26		
11/28		

12/3	Special Occasions	Chapter 12
12/5	Review for final	
12/12	Final Exam, 4:30-6:30 PM	

***This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.*

IV. Course Requirements & Procedures:

We will meet each Tuesday and Thursday throughout the semester. Most class sessions will be very interactive as you will be doing activities that will help you create and practice your presentations. This means I am not giving you formal lectures that outline the textbook chapters. It does mean you need to have chapters read prior to class and to be able to apply the concepts during in-class activities.

You must complete all course requirements to earn a grade in the course. You are responsible for all reading assignments as pop quizzes may be given to determine your preparedness for class. You are responsible for giving speeches on the date when you are scheduled. Late submissions on assignments will result in a letter grade deduction for every day late.

Classroom behavior will be predicated on an environment of mutual respect. Any level of disruptive or threatening student behavior is unacceptable. We are here to learn from each other in a non-threatening environment. You are encouraged to formulate and share opinions with due discretion, as well as be comfortable in practicing communication techniques and delivering formal speeches in a safe environment. However, any behavior that is deemed disrespectful by the instructor will affect your participation points.

Attendance:

I take attendance regularly, and expect you to be in class or have a legitimate excuse (e.g., illness, approved extra-curricular/sports travelling, etc.). Since your attendance in this course – both as a speaker and listener – is vital, any absences from class will affect your final grade. You are, therefore, required to notify me BEFORE missing class and provide corresponding documentation AFTERWARD. In the event that both of these criteria are satisfied, you will receive “make up” assignments/projects to suffice for time missed from the classroom. Please note that I will record an unexcused absence if you miss any considerable portion of the class period (arriving late, leaving early) without my prior authorization.

Technology Use: Students may only use technology-based products with the expressed written consent of the professor. The use of laptops, mobile phones and all other computer devices during class time is not permitted. Accessing the Internet in any capacity during class time is not permitted.

Assignments/Evaluation:

Exams 30%

- Midterm 15%
- Final 15%

Speeches 40%

- Informative 10%
- Visual Aid 10%
- Persuasive 10%
- Apology 10%

Rhetorical Criticism 20%

- Oral report 10%
- Written analysis 10%

Participation 10%

Extra Credit – Judging at the LAMDL tournaments, +2% to your final grade per round judged
OR 5 rounds to substitute for the paper

Speech Assignment Grading

- A** An outstanding speech. Clear goal well adapted to needs and interests of the audience. Excellent content, well-organized, excellent wording and delivery and/or superior accomplishment on the criteria established for that speech.
- B** A speech approaching the qualities of an "A" speech. A good to very good speech, but not achieving a standard of excellence in any or enough areas to merit an "A". A good job of meeting most or all established criteria for that speech.
- C** A satisfactory speech. Reasonably clear goal, adequate support, apparent organization, but may not be entirely clear to the entire audience; some problems in wording or delivery or both; and/or some deficiencies in meeting the major criteria established for that speech.
- D** An unclear goal and serious deficiencies in some and perhaps all areas of content, organization, wording and delivery; and/or serious deficiencies in meeting major criteria established for that speech.
- F** An unacceptable speech that reveals a lack of preparation and/or poor delivery. Failure to meet major criteria established for that speech. For example, being significantly shorter/longer than the time limit or otherwise not conforming to assignment guidelines.

V. Academic Integrity

The Annenberg School for Communication & Journalism is committed to upholding the University's academic integrity code. It is the policy of the School of Communication to report all violations of the code. Any serious violation or pattern of violations of the academic integrity code will result in the student's expulsion from the school. The University presumes that you are familiar with its standards and policies; should you be found to have committed a violation, ignorance of these standards and policies will not be accepted as an excuse. You should be familiar with the following resources:

"Guide to Avoiding Plagiarism" addresses issues of paraphrasing, quotations and citations in written assignments, drawing heavily upon materials used in the university's Writing Program (by Student Judicial Affairs) <http://www.usc.edu/student-affairs/SJACS/docs/tig.pdf>

"2013-2014 SCampus" (the student handbook) contains the university's Student Conduct Code and other student-related policies. <http://scampus.usc.edu/>

The USC Code of Ethics: https://about.usc.edu/files/2011/07/USC_Code_of_Ethics_2004.pdf

VI. Other University Notices and Policies

Use of E-mail for Official Correspondence to Students – All students should become familiar with the University's official e-mail student notification policy. It is the student's responsibility to keep the University informed as to changes in his or her e-mail address. Students are expected to check e-mail on a frequent and regular basis in order to stay current with University-related communications, recognizing that certain communications may be time-critical. It is recommended that e-mail be checked daily, but at a minimum, twice per week. I will often send out materials via blackboard's email tool, which will go to your USC e-mail account.

Late & Unfinished Work – Students must complete all assignments in order to earn a grade in the course. Any material turned in late will be reduced one letter grade per calendar day late. Class presentations must be given on the day assigned. No makeup sessions will be available.

Final Exam – The Final Exam will be administered on December 12, from 4:30-6:30 PM. Do not plan to leave campus before this date.

Grievance Procedure - Occasionally, students are dissatisfied with some dimension of a course. In such cases, students should first provide a written argument in support of their position to the instructor and request a meeting with the instructor. All grade appeals on specific assignments must be made within one week of the return of the assignment.

Special Assistance - Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure that the letter is delivered as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m. - 5:00 p.m., Monday through Friday and can be reached at (213) 740-0776.