# **Public Speaking (CCOM 2013) Syllabus**

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**Title and Course Number:**

Public Speaking (CCOM 2013)

**Course Brief Description:**

Study and application of basic principles of effective extemporaneous speaking, including audience analysis and adaptation, topic selection, research, organization, and presentation skills. Students will deliver, listen to, and critique a variety of speeches. (*placeholder for future adopters to add credit hours)* There are 8 modules in this course. See Course Schedule below.

**Prerequisite Knowledge:**

No prerequisite required

**Course Goals:**

At the end of this course, students will be able to:

1: Students will be able to prepare and deliver presentations using core concepts and tools of public speaking.

2: Students will be able to locate and evaluate credible sources to support their thesis and main ideas and properly cite those sources in their presentations.

3: Students will be able to analyze an audience to develop and adapt presentations accordingly.

4: Students will be able to organize and outline a presentation logically.

5: Students will utilize appropriate verbal and non-verbal communication suitable for oral presentations.

6: Students will use appropriate visual aids and other technology to complement the speaker’s message.

7: Students will identify ways to manage fear and reduce anxiety during presentation.

8: Students will use active listening skills to critique presentations and to provide constructive feedback.

**Course Materials:**

*Public Speaking* by Sara Kim, Doug Marshall, June Pulliam, Victoria VanNest, and James Yeargain <https://louis.pressbooks.pub/publicspeaking/>

**Audience Requirements:** This is a public speaking course; therefore, you are required to present your speech in front of an audience of # of people. It is your responsibility to locate audience members for each of the 5 speeches submitted in this course, failure to do so will result in a 0 for the assignment.

Speeches must be recorded in one continuous take, do not turn off the camera or edit the submission. Show the audience before you begin your speech, then place the camera in a way that allows me to see you fully facing the camera, present your speech and then show the audience after the speech to ensure they are all still present.

You may have an in-person audience or virtual. Virtual audiences can be used on Zoom or FaceTime. Do not record your speech on FaceTime, it doesn’t record audio, but your audience can watch you on FaceTime. However you have the audience, remember to show them at a minimum before and after the speech, it should be clear they are present the whole time.

Please reach out with any questions or concerns, there are no exceptions to the audience requirement.

**Submitting Speeches**: Speeches may be submitted either the video directly into the assignment or by uploading to YouTube and submitting the link through the assignment. Please make sure if you upload to YouTube that you mark the video “unlisted” or “public” so I can view it.

**Instructor Contact Information:** [*Keep as a placeholder for future adopters]*

Instructor:

* Name:
* Email:
* Phone:
* Office:
* Office Hours:
* Communication policy: I will strive to be available to you as needed. Please use office hours or email to contact me directly for answers to questions. Email will be responded to within 48 hours. Assignments will be graded within 7 days of submission, tests are graded automatically upon submission. If you need immediate assistance, please note in the subject line of the email that this is an urgent matter and I will respond within 24 hours.
* Discussion Boards will be used to communicate and provide important information, and interactions. Please make sure you are adhering to netiquette best practices and respecting each other’s comments. Our goal is to use the discussion board to learn from each other, and I will post comments to guide the discussion and provide additional lecture material.

**Course Alignment:**

| **Learning Outcome** | **Topics and Concepts****List and describe as necessary the topics and concepts covered in each weekly unit.** | **Corresponding Course Materials**  | **Corresponding Assignments** |
| --- | --- | --- | --- |
| 1 | Students will be able to prepare and deliver presentations using core concepts and tools of public speaking. Differentiate and present different types of speeches (e.g., introductory, informative, persuasive).Discover and refine topics to generate a general purpose, specific purpose, and central ideaSelect a specific and appropriate topic suitable to the genre and purpose of the speech. | Chapter 1, Why Public Speaking Matters TodayChapter 6, Researching Your SpeechChapter 7, Supporting Ideas and Building ArgumentsChapter 13, Informative SpeechesChapter 14, Persuasive SpeechesChapter 16, Online Public SpeakingChapter 15, Special Occasion Speeches | Informative SpeechPersuasive SpeechSpecial Occasion SpeechOnline SpeechMidterm ExamDiscussion BoardFinal Exam |
| 2 | Students will be able to locate and evaluate credible sources to support their thesis and main ideas and properly cite those sources in their presentations. Locate and evaluate credible sources of information.Properly cite sources | Chapter 5, EthicsChapter 6, Researching Your SpeechChapter 7, Supporting Ideas and Building ArgumentsChapter 13, Informative SpeakingChapter 14, Persuasive Speaking | Informative SpeechPersuasive SpeechOnline SpeechMidterm ExamDiscussion BoardsFinal Exam |
| 3 | Students will be able to analyze an audience to develop and adapt presentations accordingly. Consider an audience’s knowledge, background, and attitudes when constructing a speech.Know the process of audience analysisAnalyze the speaking situation and adhere to established time requirements. | Chapter 3, Audience AnalysisChapter 7, Supporting Ideas and Building ArgumentsChapter 8, Organizing and OutliningChapter 13, Informative SpeakingChapter 14, Persuasive SpeakingChapter 15, Special Occasion SpeakingChapter 16, Online Public Speaking | Informative SpeechPersuasive SpeechOnline SpeechMidterm ExamDiscussion BoardsFinal Exam |
| 4 | Students will be able to organize and outline a presentation logically. Establish an appropriate organizational structure for the presentation.Create an organized outline which includes a clear introduction, body, and conclusion. | Chapter 8, Organizing and OutliningChapter 13, Informative SpeakingChapter 14, Persuasive SpeakingChapter 16, Online Public Speaking | Informative SpeechPersuasive SpeechOnline SpeechMidterm ExamDiscussion BoardsFinal Exam |
| 5 | Students will utilize appropriate verbal and non-verbal communication suitable for oral presentations. Use appropriate body language as part of an oral presentation. Improve posture, voice, and other mechanisms of speech. Employ effective vocal techniques | Chapter 9, DeliveryChapter 11, LanguageChapter 13, Informative SpeakingChapter 14, Persuasive SpeakingChapter 15, Special Occasion Speaking | Informative SpeechPersuasive SpeechOnline SpeechSpecial Occasion SpeechMidterm ExamDiscussion BoardsFinal Exam |
| 6 | Use appropriate visual aids and other technology to complement the speaker’s message. Deliver an effective oral presentation via Zoom or other video conferencing softwareSelect audio-visual aids when appropriate. | Chapter 12, Presentation AidsChapter 16, Online Public Speaking | Informative SpeechPersuasive SpeechOnline SpeechMidterm ExamDiscussion BoardsFinal Exam |
| 7 | Manage fear and reduce anxiety during presentation. Establish confidence in delivering public presentations.Use physical techniques to manage fear and reduce anxietyUse mental techniques to manage fear and reduce anxietyEmploy rehearsal strategies | Chapter 2, Building Confidence | Midterm ExamDiscussion Boards  |
| 8 | Use active listening skills to critique presentations and to provide constructive feedback. Students will demonstrate active listening skills by evaluating presentations and providing constructive feedback.Analyze and critique presentations in terms of speech techniques, content, and organization. | Chapter 4, Listening | Midterm Exam  |

**Course Calendar:**

| **Module** | **Topics and Concepts****Chapters Covered** | **Corresponding Assignments**  | **Due Date** |
| --- | --- | --- | --- |
| 1 | Introduction to Public SpeakingChapter 1Chapter 2 | Discussion BoardSpeech of Introduction |  |
| 2 | Focusing on your AudienceChapter 3Chapter 5 | Discussion Board |  |
| 3 | Speaking to CelebrateChapter 15 | Discussion BoardCeremonial Speech |  |
| 4 | Researching Your SpeechChapter 6Chapter 7 | Discussion BoardMidterm Exam |  |
| 5 | Putting Your Speech TogetherChapter 8Chapter 10 | Discussion Board |  |
| 6 | Informative and Online SpeechesChapter 13Chapter 16 | Discussion BoardOnline Speech |  |
| 7 | Beyond Structure, Adding the Speaker to the SpeechChapter 9Chapter 11Chapter 12 | Discussion BoardInformative Speech |  |
| 8 | Persuasive SpeakingChapter 15 | Discussion BoardPersuasive SpeechFinal Exam |  |

**Course Policies:** *[outline these as best as you can in terms of what is required for this course]*

* **Technology Requirements**

**Internet Connection:** A reliable internet connection, high speed broadband recommended. **Desktop or laptop computer - suggested minimums**:

* 250 GB hard drive or higher.
* 4 GB RAM or higher.
* 2.4 GHz processor or faster.
* Windows 10 or current MAC OS X.
* 1024 x 768 resolution monitor or better

**Web Browser (always update regularly)**

* Google Chrome
* Safari
* Microsoft Edge
* Mozilla Firefox

**Other devices and equipment:** A webcam, working microphone and speakers (A headset or earbuds with microphone may be a better option), the ability to record and save a video.

* **Computer Skills**

Knowledge of your LMS (Canvas, Blackboard, Moodle, etc), Microsoft Word, Microsoft PowerPoint or Prezi

* **Evaluation**

**1000 Total Points**

25 points each @ 8 discussion boards *(or substitute attendance points or in class activities)*

100 points each @ 2 tests

5 speeches @ 600 total points *(choose 5 that fit class plan)*

*Introduction speech 50 points (Module 1 or 2)*

*Ceremonial speech 100 points (Module 3 or 8)*

*Informative speech 150 points (Module 5, 6, or 7)*

*Persuasive speech 200 points (Module 7 or 8)*

*Online speech 100 points (Module 6 or 8)*

*Demonstration speech 100 points (Module 2 or 3)*

*Impromptu speech 50 points (Any)*

*Manuscript speech 50 points (Any)*

* **Grading Policy**

Grade Breakdown

Discussion Boards 20%

Tests 20%

5 Speeches 80%

Grade Scale

100-90 A

89-80 B

79-70 C

69-60 D

59 & Below F

**University Policies and Support:** *[Keep as a placeholder for future adopters]*

* **Code of Conduct**
* **Online Etiquette**
* **Academic Integrity**
* **Diversity Statement**
* **Accessibility and Disability Services**
* **Technology Support**
* **Academic Support Services**