



**SPCH 1315.101H1**  
**Public Speaking**  
**Fall 2024**  
**Monday/Wednesday 8:00 am – 9:20 am**

**Instructor Information:** Juliana H. Garcia ♦ E-mail: [jgarcia37@com.edu](mailto:jgarcia37@com.edu) ♦ (409) 933-8314

**Office hours and location:** LRC – Suite B – Room # 234

Monday	Tuesday	Wednesday	Thursday	Friday
	9:00 am – 11:00 am		9:00 am – 11:00 am	11:00 am – 12:30 pm (Online/Virtual)
12:30 pm – 1:30 pm		12:30 pm – 1:30 pm		By appointment

**Required Textbook/Materials:** O’Hair, D., Rubenstein, H., Stewart, R., (2019) *A pocket guide to public speaking (6<sup>th</sup> ed.)*. Boston: Macmillan Learning.

**Course Description:** This course emphasizes the principles of oral communication skills in both speaking and listening situations. In addition to theory in verbal and nonverbal technique, the course prepares students for planning, organization, and delivery of different types of informative/persuasive presentations. Two types of learning occur in this course: (1) cognitive or knowledge-based learning and (2) skill development. This course will combine both types of learning so that the student can attempt to convert what he/she knows about public speaking into how he/she acts when speaking publicly. \*This course is a 3-credit hour transferable semester course.

**Course requirements:** SPCH 1315 is based on a 1000 points system. Your final grade in this course is based on your performance in the following areas:

- Two MAJOR speeches (WITH APA formatted Outlines)
  - o 1<sup>st</sup> - Informative Speech 5 - 7 minutes (3 sources minimum)
  - o 2<sup>nd</sup> - Persuasive Speech 6 – 8 minutes (4 sources minimum)
- In-Class Activities and D2L Assignments
- Professionalism
- Formal Assignments
- Speech Evaluations

**Professionalism:** All students are required to be respectful of everyone in the classroom (*professor included*). The following actions will negatively impact the student’s grade:

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| <ul style="list-style-type: none"> <li>• Being consistently tardy or leaving early</li> </ul> | <ul style="list-style-type: none"> <li>• Walking in during speech presentations</li> <li>• Using the cellphone during class</li> </ul> |
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| <ul style="list-style-type: none"> <li>• Talking during lectures or presentations</li> <li>• Using offensive language towards others</li> </ul> | <ul style="list-style-type: none"> <li>• Being unprepared for class</li> <li>• Etc. (<i>other unprofessional behaviors will be discussed in class</i>)</li> </ul> |
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**Special Projects:** There are two major **REQUIRED** speeches in this class. The first is an Informative Speech Presentation. The second is a Persuasive Speech Presentation. Evaluation Criteria and Rubrics will be provided to students upon official assignment.

***Informative and Persuasive Speech Presentations:***

- The informative speech presentation assignment (presentation AND outline) is worth 200 out of 1000 pts (20%) of your overall grade. The assignment provides Public Speaking students with an opportunity to demonstrate their ability to research, develop and deliver extemporaneous speeches with effective verbal and nonverbal techniques.
- The persuasive speech presentation assignment (presentation AND outline) is worth 250 out of 1000 pts (25%) of your overall grade. This assignment allows students to develop proficiency in presenting a variety of speeches as an individual or group.
- In addition to both presentations, students will demonstrate effective usage of technology when researching and/or presenting speeches with the PowerPoint presentations.
- A typed double spaced, 3-5 pages outline (in APA format) is **REQUIRED** for each of these two presentations.
- All formal assignments **MUST** be submitted as a **WORD** document through D2L.

**Determination of Course Grade/Detailed Grading Formula:**

Assignments:	Points:
<b>Major Speeches</b>	
Informative Speech ( <b>REQUIRED</b> )	150
Persuasive Speech ( <b>REQUIRED</b> )	200
<b>In-class Activities/ D2L Assignments</b>	
5 activities/assignments (25 pts each)	125
Professionalism	25
<b>Formal Assignments</b>	
Audience Analysis (informative)	50
Audience Analysis (persuasive)	50
APA Reference Page (informative)	50
APA Reference Page (persuasive)	50
Cover Page (informative)	50
Cover Page (persuasive)	50
Outline (informative) <b>REQUIRED</b>	50
Outline (persuasive) <b>REQUIRED</b>	50
Quiz	50

Speech Evaluations	
Peer evaluations (informative)	25
Peer evaluations (persuasive)	25
<b>TOTAL</b>	<b>1000</b>

## **FINAL GRADES ARE NON-NEGOTIABLE!!!!**

**Regardless of final outcomes, no student will be allowed to pass this course unless they have successfully completed BOTH major speaking assignments.**

### **Grading Scale:**

A	895 – 1000 (Exceptional)
B	795 – 894 (Above average)
C	695 – 794 (Average)
D	595 – 694 (Below Average)
F	0 – 594 (Unacceptable)

### **Make-Up Policy:**

**The opportunity to make up a missed speech is left to the professor’s discretion.** All major assignments **MUST** be submitted through D2L. If the student fails to submit an assignment by the due date, the student **MUST** turn in the assignment at the **beginning** of the next class day. Failure to do so will result in losing 30% (or more) of the assignment grade.

**AGAIN: Student presentations will NOT be graded without having submitted a formal 3–5-page outline by the due date. All formal outlines (informative and persuasive) must be submitted in full-sentence, double spaced format. This format will be taught within the course and is required for credit.**

### **Attendance Policy:**

Attendance is vital and mandatory! Attendance will be taken at the beginning of each class. Aside from military service and religious holidays, absences in college courses are not defined as “excused” or “unexcused”.

Dual credit and collegiate high school students will be counted as absent if they do not attend class due to high school extracurricular activities (i.e., sports, fields trips, etc.) as they will be held to the same standards as all students.

Students are allowed to miss three (3) classes for the entire semester. After reaching the limit, a full letter grade will be deducted from the student’s semester average for each additional absence. For example, if a student’s semester average is 92% (A) and the student has missed a total of five (5) classes for the semester, the final semester grade will be a 72% (C).

Excessive absences can easily eat away at your semester average, so avoid skipping class and reserve these absences in case a personal issue arises.

Please note: the professor reserves the right to drop a student from the course. If, however, it becomes the student’s decision to not continue in the course, the normal procedure for dropping a course should be followed by the student. Remember, it is not the professor’s responsibility to initiate the withdrawal in such a case and failure to do so by the student may result in an “F”. All students should familiarize themselves with the posted “W” Day

cutoff. It is the student’s responsibility to withdraw from a class. If a student simply stops participating in the class and does not officially withdraw before “W Day”, it will result in receiving an F in the course. This is the easiest way to fail a course and the most preventable. Mark your calendars for this semester’s “W-Day”!

**Communicating with your instructor:** ALL electronic communication with the instructor must be through your COM email. Due to FERPA restrictions, faculty cannot share any information about performance in the class through other electronic means.

Student Learner Outcome	Maps to Core Objective	Assessed via this Assignment
1. Students will demonstrate an understanding of the foundational models of communication.	Critical Thinking (CT)	Quiz
2. Students will apply elements of audience analysis.	Critical Thinking (CT)	Persuasive Audience Analysis Assignment
3. Students will demonstrate ethical speaking and listening skills by analyzing presentations for evidence and logic.	Personal Responsibility (PR)	Persuasive Speech Peer Evaluations
4. Students will research, develop, and deliver extemporaneous speeches with effective verbal and nonverbal techniques.	Critical Thinking (CT) & Communication Skills (CS2)	Persuasive Speech
5. Students will demonstrate effective usage of technology when researching and/or presenting speeches	Communication Skills (CS3)	Persuasive Speech Power Point Presentation
6. Students will identify how culture, ethnicity, and gender influence communication.	Critical Thinking (CT)	Persuasive Audience Analysis Assignment
7. Students will develop proficiency in presenting a variety of speeches as an individual or group (e.g., narrative, informative or persuasive).	Teamwork (TW)	Persuasive Speech

**Academic Dishonesty:** Any incident of academic policy will be dealt with in accordance with college policy and the Student Handbook. Academic dishonesty – such as cheating on exams is an extremely serious offense and will result in a grade of zero on that exam and the student will be referred to the Office of Student Conduct for appropriate discipline action.

**Student Concerns:** If you have any questions or concerns about any aspect of this course, please contact me using the contact information previously provided. If, after discussing your concern with me, you continue to have questions, please contact Dr. Brian Anderson, Humanities Department Chair at 409-933-8186.

**Course overview:** See pages 6 – 7

## Institutional Policies and Guidelines

**Grade Appeal Process:** Concerns about the accuracy of grades should first be discussed with the instructor. A request for a change of grade is a formal request and must be made within six months of the grade assignment. Directions for filing an appeal can be found in the student handbook [https://www.com.edu/student-services/docs/Student\\_Handbook\\_2024-2025\\_v2.pdf](https://www.com.edu/student-services/docs/Student_Handbook_2024-2025_v2.pdf). *An appeal will not be considered because of general dissatisfaction with a grade, penalty, or outcome of a course. Disagreement with the instructor's professional judgment of the quality of the student's work and performance is also not an admissible basis for a grade appeal.*

**Academic Success & Support Services:** College of the Mainland is committed to providing students the necessary support and tools for success in their college careers. Support is offered through our Tutoring Services, Library, Counseling, and through Student Services. Please discuss any concerns with your faculty or an advisor.

**ADA Statement:** Any student with a documented disability needing academic accommodations is requested to contact:

Kimberly Lachney, Student Accessibility Services Coordinator

Phone: 409-933-8919

Email: [AccessibilityServices@com.edu](mailto:AccessibilityServices@com.edu)

Location: COM Doyle Family Administration Building, Student Success Center

**Textbook Purchasing Statement:** A student attending College of the Mainland is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

**Withdrawal Policy:** Students may withdraw from this course for any reason prior to the last eligible day for a "W" grade. Before withdrawing students should speak with the instructor and consult an advisor. Students are permitted to withdraw only six times during their college career by state law. The last date to withdraw from the 1<sup>st</sup> 8-week session is October 2. The last date to withdraw from the 16-week session is November 15. The last date to withdraw for the 2<sup>nd</sup> 8-week session is November 26.

**FN Grading:** The FN grade is issued in cases of *failure due to a lack of attendance*, as determined by the instructor. The FN grade may be issued for cases in which the student ceases or fails to attend class, submit assignments, or participate in required capacities, and for which the student has failed to withdraw. The issuing of the FN grade is at the discretion of the instructor. The last date of attendance should be documented for submission of an FN grade.

**Early Alert Program:** The Student Success Center at College of the Mainland has implemented an Early Alert Program because student success and retention are very important to us. I have been asked to refer students to the program throughout the semester if they are having difficulty completing assignments or have poor attendance. If you are referred to the Early Alert Program you will be contacted by someone in the Student Success Center who will schedule a meeting with you to see what assistance they can offer in order for you to meet your academic goals.

**Resources to Help with Stress:**



<p>Unit B</p> <p>Sept. 2</p> <p>-</p> <p>Sept. 16</p>	<p style="text-align: center;"><u>Topics:</u></p> <p>Audience Analysis  Selecting a Topic  Reviewing Sources  Establishing Credibility</p> <p style="text-align: center;"><u>Informative Speech:</u></p> <ul style="list-style-type: none"> <li>• Brainstorm Topics</li> <li>• Supporting SET</li> <li>• CRAAP</li> </ul> <p style="text-align: center;"><u>Topics:</u></p> <p>Outline Template  Presentations Aids  Anxiety</p> <p style="text-align: center;"><u>Informative Speech:</u></p> <ul style="list-style-type: none"> <li>• Select Order</li> </ul> <div style="border: 1px solid black; background-color: #ADD8E6; padding: 5px; margin-top: 10px;"> <p style="text-align: center;"><u>Online Assignments:</u></p> <ul style="list-style-type: none"> <li>• Info. Cover Page – <b>50 pts</b></li> <li>• Info. Audience Analysis – <b>50 pts</b></li> <li>• SET worksheet – <b>25 pts</b></li> <li>• CRAAP worksheet - <b>25 pts</b></li> </ul> <p><b>DUE DATE: Sunday (9/1) by 11:59 pm</b></p> </div> <div style="border: 1px solid black; background-color: #ADD8E6; padding: 5px; margin-top: 10px;"> <p style="text-align: center;"><u>Online Assignments:</u></p> <ul style="list-style-type: none"> <li>• Info. APA page – <b>50 pts</b></li> <li>• Info. Typed Outline – <b>50 pts</b></li> </ul> <p><b>DUE DATE: Sunday (9/8) by 11:59 pm</b></p> </div>
<p>Unit C</p> <p>Sept. 16</p> <p>-</p> <p>Sept. 30</p>	<div style="border: 1px solid black; background-color: #FFC0CB; padding: 5px; margin-bottom: 10px;"> <p style="text-align: center;">Informative Speech Presentations – <b>150 pts</b></p> <p style="text-align: center;"><b>Presentation Dates: September 9<sup>th</sup>, 11<sup>th</sup>, and 16<sup>th</sup> IN-CLASS</b></p> </div> <p style="text-align: center;"><u>Topics:</u></p> <p>Principles of Persuasive Speeches  Audience Analysis  Ethos/Logos/Pathos  Monroe’s Motivated Sequence</p> <p style="text-align: center;"><u>Introduce Persuasive Speech:</u></p> <ul style="list-style-type: none"> <li>• Brainstorm Topics</li> <li>• ELP Worksheet</li> <li>• MMS</li> <li>• Select presentation order</li> </ul> <p style="color: red; text-align: center;"><i>(In-class activity worth 25 points)</i></p> <div style="border: 1px solid black; background-color: #ADD8E6; padding: 5px; margin-top: 10px;"> <p style="text-align: center;"><u>Online Assignments:</u></p> <ul style="list-style-type: none"> <li>• Pers. Cover Page – <b>50 pts</b></li> <li>• Pers. Audience Analysis – <b>50 pts</b></li> <li>• ELP worksheet – <b>25 pts</b></li> <li>• Pers. APA Page – <b>50 pts</b></li> </ul> <p><b>DUE DATE: Sunday (9/22) by 11:59 pm</b></p> <ul style="list-style-type: none"> <li>• Info. Typed Outline – <b>50 pts</b></li> </ul> <p><b>DUE DATE: Sunday (9/29) by 11:59 pm</b></p> </div>
<p>Unit D</p> <p>Sept. 30</p> <p>-</p> <p>Oct. 10</p>	<div style="border: 1px solid black; background-color: #FFC0CB; padding: 5px;"> <p style="text-align: center;">Persuasive Speech Presentations – <b>200 pts</b></p> <p style="text-align: center;"><b>Presentation Dates: September 30<sup>th</sup>, October 2<sup>nd</sup>, and October 7<sup>th</sup> IN-CLASS</b></p> </div>