



**SPCH 1315 Section 104CL**  
**Tuesday and Thursday**  
**09:30-10:50**  
**Public Speaking**  
**Spring 2022**  
**LRC 212B**

**Instructor Information:**

**Dr. R.E. Davis**, [rdavis29@com.edu](mailto:rdavis29@com.edu), 409-933-8313 (Office)  
Public Service Careers Building Room 112  
**Call or Text:** (409) 276-8363

**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 hours and location:**

Student hours are Monday and Wednesday 12:30 to 4:30 PM in the Public Service Careers Building, Room 112.

You are always welcome to send me an email at any time and I will work my hardest to help you be successful.

**Required Textbook:**

This course is a zero textbook cost course and does not require the purchase of a textbook.

- This course will rely on multiple supplemental readings/videos that will be provided electronically
- Readings/videos should be read/watched before the project starts.
- I will be sending a lot of this to you through the announcements on Blackboard or bringing them to class you need to read them every day!
- If you find something that you feel should be included in our readings/videos, please feel free to email it to me or suggest it during office hours. I am always looking for things that express the information that fits the course boundaries.

**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.

**Course Description:**

SPCH 1315. PUBLIC SPEAKING (LECTURE 3, LAB 0). CREDIT 3. ACGM.

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.

Prerequisites: One of the following TSI score combinations or equivalent developmental courses with a grade of "C" or better (1) TSI Reading 351 and TSI Writing 340 and TSI Essay 4 (2) TSI Reading 351 and TSI Writing less than 340 with ABE 4 and TSI Essay 5.

### **Course Methods:**

This course will consist of readings, videos, observation, performance, as well as your participation in communication exercises. You will also be required to engage in discussion and communication projects. This class will use supplemental material online through blackboard.

We are on an educational journey together where my role is to facilitate, direct, and assist your self-education. My role is not to tell you what to think but to guide your thinking and help you maximize its presentation to others. Most of our classes will consist of discussion/projects combined with individual speech performances. The success of this class, your education, and my role depends on your preparedness.

### **Description:**

1. Students will learn the skills and strategies necessary to prepare and deliver various speeches (i.e. informative, persuasive) using different presentational styles (i.e. extemporaneous, impromptu) either individually or as part of a small group.
2. Students will assimilate the skills of effective listening and speaking into his/her physical and psychological worlds.
3. Students will apply the principles of invention, organization, style, and delivery through the use of practical exercises in class.
4. Although this is a skills-based course, students need to understand the theory and concepts integral to public speaking and be able to apply and discuss these components creatively and intelligently; the ultimate goal is for students to gain confidence communicating in diverse public contexts.

## **Assignments and Assignment Descriptions**

### **Determination of Course Grade:**

This is a point-based course, meaning, grade is determined by the accumulation of points, not a 'percentage' grade.

### **Blackboard Grade Book:**

Blackboard is the official grade book for the course. Students can track their grades by logging on to blackboard. See the "My Grades" section. Grades will be updated in Blackboard during the semester.

If there is an error or a grade missing for an assignment on Blackboard, please let me know within 24 hours of the discovery.

Students are to keep up with all returned assignments and maintain a copy of all electronic files, as this is the only recourse to ensure grading is accurate.

### **Assignments:**

All written work must be typed. No handwritten material will be accepted unless otherwise noted. A copy of all work must be turned in by the due date.

### **Assignment Descriptions:**

Specific assignment packets will be provided for each assignment online providing greater detail. These descriptions should serve as a general overview only.

#### **Introduction Speech**

This assignment is designed to introduce you to public speaking and audience analysis. You will create an outline and practice public speaking by speaking about yourself.

#### **Informative Speech**

This assignment is designed to introduce you to formal speech making and preparation. You will be assigned a topic to speak about.

#### **Informative Speech Outline**

This outline will be turned in for a grade. It will follow a specific format.

#### **Special Occasion Speech**

You will be writing a speech for some of the more common types of public speaking that people encounter in their lifetime. This semester we will focus on Wedding speeches and Eulogies.

#### **Final Speech**

This assignment is designed to introduce you to ideas of persuasion and audience reception to that persuasion. You will be assigned a topic to speak about.

#### **Final Speech Outline**

This outline will be turned in for a grade with the final speech.

#### **Public Speaking Event Paper (PSEP)**

This assignment will require you to watch a public speaking event. A short paper will be produced on the experience.

### **Assignment Values:**

<b>Assignment</b>	<b>Pts. Total</b>	<b>Pts. Earned</b>
<b>Introduction Speech</b>	100 Points	
<b>Informative Speech</b>	100 Points	
<b>Informative Speech Outline</b>	50 Points	
<b>Final Speech</b>	100 Points	
<b>Final speech Outline</b>	50 Points	

<b>Special Occasion Speech</b>	100 Points	
<b>Public Speaking Event</b>	100 Points	
<b>Total Points Possible:</b>	<b>600 Points</b>	

### Grading Scale:

<b><i>A</i></b>	<b>540-600</b>
<b><i>B</i></b>	<b>480-539</b>
<b><i>C</i></b>	<b>420-479</b>
<b><i>D</i></b>	<b>360-419</b>
<b><i>F</i></b>	<b>0-359</b>

### Late Work Policy/Make up Work:

The following policies apply to all course assignments, including speeches/presentations, outlines, and related material.

1. All work is due at the assigned times/assigned performance times.
2. Due to the nature of the course, deadlines are strictly enforced and work that is not turned in prior to the deadline will not be accepted, thus resulting in a grade of zero for the assignment.
  - a. This is to ensure all assignments are kept together and thus are not lost or misplaced
  - b. This ensures fairness to all students
  - c. This ensures the schedule can be maintained throughout the semester
3. You may make arrangements to turn in due assignments prior to the deadline in order to receive credit.
4. Unanticipated emergencies do not provide an automatic excuse for work to be turned in late.
5. If an unanticipated emergency does occur and is deemed excusable by the instructor, then the work may be turned in late:
  - a. A late work penalty may be assessed in these cases.
  - b. The instructor has the final decision as to accept any work late-regardless of the reason for the lateness of the assignment.

# Course Outline

*Subject to Change*

## SPCH 1315

**Specific Due Date and Times for your performances will be scheduled in class or provided on the Assignment Sheet or Online**

<b>Week</b>	<b>Objective:</b> This is a general course calendar Specific due dates will be arranged with the speech assignments
<b>Week 1 Starting 1/18</b>	Overview of Course Read Syllabus Introduction Speeches Assigned Public Speaking Event Paper (PSEP) Assigned Preparing for Introduction Speeches Controlling Speech Anxiety
<b>Week 2 1/24</b>	Preparing for Introduction Speeches Writing Speeches Performing and Recording Introduction Speech
<b>Week 3 1/31</b>	Formal Speech making Preparing Outlines Informative Speech Preparation <b>2/2/2022 Census Date</b>
<b>Week 4 2/7</b>	Using Citations in Speeches Research for Speechmaking <b>Introduction Speeches Performed this week</b>
<b>Week 5 2/14</b>	Rhetoric and persuasion
<b>Week 6 2/21</b>	Qualities of the professional public speaker Performance Improvement
<b>Week 7 2/28</b>	Speechmaking for self-exploration and leadership <b>Informative Speeches Performed this week Outline is due on your performance date</b>
<b>Week 8 3/7</b>	When we are called to speak at special occasions Special Cases for Speaking <b>3/14-3/20 Spring Break</b>
<b>Week 9 3/21</b>	Preparing Special Occasion Speeches

	<b>Special Occasion Speeches Performed this week</b>
<b>Week 10</b> <b>3/28</b>	Improvement through Observation of other speeches
<b>Week 11</b> <b>4/4</b>	Preparing Your Final Speech <b>Public Speaking Event Papers (PSEP) Due see assignment for specific date</b>
<b>Week 12</b> <b>4/11</b>	Revisions for Improvement  Fine Tuning Speeches Easter Weekend
<b>Week 13</b> <b>4/18</b>	Using Emotion in Speeches Effectively  Audiences Considerations
<b>Week 14</b> <b>4/25</b>	Practicing Performing Final Speeches  Quality Speeches in the Online Environment
<b>Week 15</b> <b>5/2</b>	<b>Final Speech Performed this week Outline is due on your performance date</b>
<b>Week 16</b> <b>5/9</b>	Your Future as a Speechmaker in the Public Sphere <b>5/13 Last Day of Fall Semester</b>

## Course Policies

A number of course policies have been implemented to ensure quality of education and fairness. It is your responsibility to be familiar and comply with each policy.

### Attendance Policy:

Attendance is mandatory. You should be in class on each day you are required to do so.

Students should check into blackboard at least once a day.

Absences may be excused in accordance with the college's excused absence policy and at the professor's discretion.

### Extra Credit:

Some extra credit assignments may be offered during the semester. They may need to be turned in online or in person.

### Grade Concerns and Questions:

Grade questions will be dealt with on a case-by-case basis and should be discussed with the instructor within a week of the graded assignment. I encourage everyone to take advantage of seeking guidance on assignments prior to the due date (either by meeting with me or through email) if you are unsure of meeting assignment expectations to prevent the need to contest your grade after the fact. Changes in grade may require additional work to persuade or argue your case.

### 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 Humanities Chair Dr. Brian Anderson at 409-933-8186 or [banderson@com.edu](mailto:banderson@com.edu).

### Respect:

I expect course participants to show respect for the opinions, thoughts, feelings, and performances of others in the course. Public speech sometimes deals with issues that can be very personal for students even when they are abstracted to a social scientific level. Speaking publicly can also generate high levels of anxiety. Disagreement and debate in the course are encouraged. However, please choose your statements carefully. Ad Hominem attacks will not be permitted.

### Statement on Audio and Video Recording:

Surreptitious or covert videotaping of class or unauthorized audio recording of class is prohibited. This class may be videotaped, or audio recorded only with the written permission of the instructor. To accommodate students with disabilities, some students may be given permission to record class lectures and discussions. Therefore, students should understand that their comments during class may be recorded. Student work returned in electronic format may be used as examples in future classes.

## 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://build.com.edu/uploads/sitecontent/files/student-services/Student\\_Handbook\\_2019-2020v5.pdf](https://build.com.edu/uploads/sitecontent/files/student-services/Student_Handbook_2019-2020v5.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.* [https://build.com.edu/uploads/sitecontent/files/student-services/Student\\_Handbook\\_2019-2020v5.pdf](https://build.com.edu/uploads/sitecontent/files/student-services/Student_Handbook_2019-2020v5.pdf)

### Academic Success & Support Services:

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 Holly Bankston at 409-933-8520 or [hbankston@com.edu](mailto:hbankston@com.edu). The Office of Services for Students with Disabilities is located in the Student Success Center.

### Counseling Statement:

Any student needing counseling services is requested to please contact Holly Bankston in the student success center at 409-933-8520 or [hbankston@com.edu](mailto:hbankston@com.edu). Counseling services are available on campus in the student center for free and students can also email [counseling@com.edu](mailto:counseling@com.edu) to set up their appointment. Appointments are strongly encouraged; however, some concerns may be addressed on a walk-in basis.

### 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 1st 8-week session is March 2. The last date to withdraw from the 16-week session is April 25. The last date to withdraw for the 2nd 8-week session is May 4.

### F<sub>N</sub> Grading:

The F<sub>N</sub> grade is issued in cases of *failure due to a lack of attendance*, as determined by the instructor. The F<sub>N</sub> 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 F<sub>N</sub> grade is at the discretion of the instructor. The last date of attendance should be documented for submission of an F<sub>N</sub> 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.

### **COVID-19 Statement:**

All students, faculty, and staff are expected to familiarize themselves with materials and information contained on the College of the Mainland's Coronavirus Information site at [www.com.edu/coronavirus](http://www.com.edu/coronavirus). In compliance with Governor Abbott's May 18 Executive Order, face coverings/masks will no longer be required on COM campus. Protocols and college signage are being updated. We will no longer enforce any COM protocol that requires face coverings. We continue to encourage all members of the COM community to distance, when possible, use hygiene measures, and get vaccinated to protect against COVID-19. Please visit [com.edu/coronavirus](http://com.edu/coronavirus) for future updates.

### **Classroom Conduct:**

College of the Mainland requires that students enrolled at COM be familiar with the Standards of Student Conduct, which can be found in the on-line Student Handbook. <http://www.com.edu/student-services/student-handbook>. Students are expected to be familiar with and abide by the Student Code of Conduct. Any violations of the Code of Conduct will result in a referral to the Dean of Students and may result in dismissal from this class.

### **Academic Dishonesty Policy:**

#### **Plagiarism:**

The practice of taking someone else's work or ideas and passing them off as one's own.

- a. To plagiarize is to steal the words or ideas of another and pass them off as one's own.
  - b. Two forms of plagiarism are common.
    - i. In the first form, the writer incorporates published or otherwise recorded material without properly acknowledging its sources.
    - ii. In the second form, the writer submits work done by someone else; this also applies to a student who allows his or her work to be used by others.
1. Any student who plagiarizes will receive a grade of "0" on his or her plagiarized work and may, as a result, receive a failing grade in the course.
    - a. Ignorance will not be an acceptable defense: all students are responsible for familiarizing themselves with the rules of documentation.
    - b. Violation of the Plagiarism Policy may result in a referral to the College of the Mainland Judicial Coordinator or further disciplinary actions as stated in the current Student Handbook.
  2. All work submitted in College of the Mainland English, humanities, philosophy, or speech classes must conform to the documentation system established by the instructor, this course uses the American Psychological Association (APA) format.
    - a. APA documentation guidelines are distributed by your instructor, found in your textbook or on reserve in the library <http://library.com.edu/>.

- b. To document using the APA system, you must provide an in-text parenthetical citation and a corresponding entry on a reference page.
    - i. Source may refer to published works (including material available from electronic/computer networks or databases), electronically broadcast programs, films, recordings, interviews, speeches, or lectures.
    - ii. You must document when you quote directly from another source.
    - iii. You must document when you paraphrase words from another source.
    - iv. You must document when you summarize ideas from another source.
    - v. You must document when you use facts (statistics in a chart or graph, for example) or visual material from another source.
  - c. Only published sources are allowed for credit, personal interviews, television shows/movies, etc. are not allowed.
  - d. All sources must include a person as an author; organizations, entities, etc. do not count for credit as a source for credit.
3. COM Tutoring Center
- a. Students needing assistance with writing, including APA can receive assistance at the COM Writing Center available in TVB 1306  
Phone: 409-933-8702

**Link(s) to resource(s) about ways to avoid plagiarism:**

<http://en.writecheck.com/ways-to-avoid-plagiarism/>

**Student Learner Outcomes:**

Speech 1315 is designed with the following objectives/goals:

1. To demonstrate an understanding of the foundational models of communication.
  2. To apply elements of audience analysis.
  3. To demonstrate ethical speaking and listening skills by analyzing presentations for evidence and logic.
  4. To research, develop and deliver extemporaneous speeches with effective verbal and nonverbal techniques.
  5. To demonstrate effective usage of technology when researching and/or presenting speeches.
  6. To identify how culture, ethnicity and gender influence communication.
  7. To develop proficiency in presenting a variety of speeches as an individual or group.
  8. To instill in students a sense of confidence and self-worth which is critical to oral expression.
- A. Students will demonstrate an understanding of the foundational models of communication.
    1. Meets required core objective(s): Critical Thinking

2. Means of assessment: Introduction Speech
- B. Students will apply elements of audience analysis.
    1. Meets required core objective(s): Critical Thinking
    2. Means of assessment: Persuasive Speech
  - C. Students will demonstrate ethical speaking and listening skills by analyzing presentations for evidence and logic.
    1. Meets required core objective(s): Personal Responsibility
    2. Means of assessment: Informative Speech
  - D. Students will research, develop and deliver extemporaneous speeches with effective verbal and nonverbal techniques.
    1. Meets required core objective(s): Communication Skills
    2. Means of assessment: Persuasive Speech
  - E. Students will demonstrate effective usage of technology when researching and/or presenting speeches.
    1. Meets required core objective(s): Communication Skills
    2. Means of assessment: Three formal speeches-reference(s) and presentation aid requirement in persuasive speech
  - F. Students will identify how culture, ethnicity and gender influence communication.
    1. Meets required core objective(s): Critical Thinking
    2. Means of assessment: Impromptu Speech
  - G. Students will develop proficiency in presenting a variety of speeches as an individual or group (e.g. narrative, informative or persuasive).
    1. Meets required core objective(s): Teamwork
    2. Means of assessment: Persuasive Speech

### **General Education Competencies:**

There are several *General Education Competencies* addressed in this course including:

- A. **Critical Thinking Skills:** Students will demonstrate creative thinking, innovation, and the ability to analyze, evaluate, and synthesize information.
- B. **Communication Skills:** Develop, interpret, and express ideas through written, oral, and visual communication.
- C. **Teamwork:** Students will demonstrate the ability to work effectively with others to support and accomplish a shared goal, while recognizing and respecting different viewpoints.
- D. **Personal Responsibility:** Evaluate choices and actions of others or one's own and relate consequences to ethical decision-making.

Student Learner Outcomes	Maps to Core Objective	Assessed Via this Assignment
1. Students will demonstrate an understanding of the foundational models of communication.	Meets required core objective(s): Critical Thinking	Introduction Speech
2. Students will apply elements of audience analysis.	Meets required core objective(s): Critical Thinking	Persuasive Speech
3. Students will demonstrate ethical speaking and listening skills by analyzing presentations for evidence and logic.	Meets required core objective(s): Personal Responsibility	Informative Speech
4. Students will research, develop and deliver extemporaneous speeches with effective verbal and nonverbal techniques.	Meets required core objective(s): Communication Skills	Impromptu Speech
5. Students will demonstrate effective usage of technology when researching and/or presenting speeches.	Meets required core objective(s): Communication Skills	Persuasive Outlines
6. Students will identify how culture, ethnicity and gender influence communication.	Meets required core objective(s): Critical Thinking	Impromptu Speech
7. Students will develop proficiency in presenting a variety of speeches as an individual or group (e.g. narrative, informative or persuasive).	Meets required core objective(s): Teamwork	Informative Speech

**"Developing excellent communication skills is absolutely essential to effective leadership. The leader must be able to share knowledge and ideas to transmit a sense of urgency and enthusiasm to others. If a leader can't get a message across clearly and motivate others to act on it, then having a message doesn't even matter."**

**— Gilbert Amelio**  
***President and CEO of National Semiconductor Corp.***