



**SPCH 1315 Section 00111**  
**Public Speaking**  
**Spring 2025**

**Instructor Information:**

**Dr. R.E. Davis, [rdavis29@com.edu](mailto:rdavis29@com.edu)**

**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:**

Online by appointment

**Required Textbook:**

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

- The course will utilize multiple supplemental readings and videos, all of which will be provided electronically.
- Please ensure that you complete the assigned readings and watch the videos before starting each project.
- I will share these materials through announcements on D2L. It's essential to check these announcements daily.
- If you come across relevant materials that you believe should be included in our readings or videos, please email your suggestions to me, or bring them up during office hours. I am always looking for resources that align well with the course content.

**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 involve a combination of readings, videos, observations, performances, and participation in communication exercises. You will also be required to engage in discussions and communication projects. Supplemental materials will be accessible online through D2L.

We are on an educational journey together where my role is to facilitate, direct, and assist your self-education. Rather than telling you what to think, I aim to guide your thinking and help you effectively present your ideas to others. Most of our classes will consist of discussions and projects, complemented by individual speech performances. The success of this class, your education, and my role as an instructor depends on your preparedness and active participation.

### **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 using 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 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.

### **Grade Book:**

D2L is the official grade book for the course. Students can track their grades by logging on to D2L.

If there is an error or a grade missing for an assignment on D2L, 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 ready to turn in at the beginning of class.

**Assignment Descriptions:**

Specific assignment sheets/D2L notification will be provided for each assignment providing greater detail. These should serve as a general overview only.

**Specific assignment packets will be provided** online for each assignment providing greater detail. These descriptions should serve as a general overview only. Find them in the assignment and content area of D2L.

**Introduction Speech -Your First 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. Examples will be provided.

**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:**

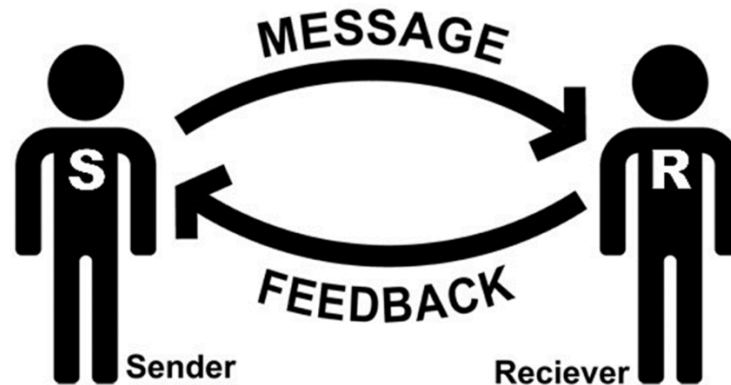
<b><i>A</i></b>	<b>540-600</b>
<b><i>B</i></b>	<b>480-539</b>
<b><i>C</i></b>	<b>420-479</b>
<b><i>D</i></b>	<b>360-419</b>
<b><i>F</i></b>	<b>0-359</b>

### **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.
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.

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 Available on D2L**

#### **Week 1: Introduction and Basics of Public Speaking**

##### **Key Topics:**

- **Course Overview**
- **Review of the Syllabus**
- **Introduction Speeches Assigned**
- **Public Speaking Event Paper (PSEP) Assigned**
- **Controlling Speech Anxiety**
- **Preparing for Introduction Speeches**

##### **Assignments/Activities:**

- **Begin reading course materials**
  - **Prepare for and practice Introduction Speeches**
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#### **Week 2: Speech Preparation and Writing**

##### **Key Topics:**

- **Preparing for Introduction Speeches**
  - **Writing Speeches**
  - **Preparing Outlines**
  - **Informative Speech Preparation**
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#### **Week 3: Research and Citation Use**

##### **Key Topics:**

- **Formal Speechmaking**
  - **Using Citations in Speeches**
  - **Research for Speechmaking**
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#### **Week 4: Advanced Speech Strategies and Special Occasion Speaking**

##### **Key Topics:**

- **Strategies for Informing Audiences**
  - **Qualities of the Professional Public Speaker**
  - **Speechmaking for Self-Exploration and Leadership**
  - **Speaking at Special Occasions**
  - **Preparing Special Occasion Speeches**
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#### **Week 5: Performance and Final Speech Preparation**

##### **Key Topics:**

- **Improvement Through Observation of Other Speeches**
- **Using Emotion in Speeches Effectively**

- **Audience Considerations**
  - **Revisions for Improvement**
  - **Fine Tuning Speeches**
  - **Persuasive Strategies**
  - **Practicing and Performing Final Speeches**
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### **Week 6: Final Speech Practice and Persuasive Techniques**

#### **Key Topics:**

- **Fine-tuning Persuasive Techniques**
  - **Using Persuasion to Engage and Motivate Audiences**
  - **Practicing Emotional Appeal in Speeches**
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### **Week 7: Refining Speeches and Online Presentation Skills**

#### **Key Topics:**

- **Quality Speeches in the Online Environment**
  - **Final Revisions and Refining Speech Delivery**
  - **Tailoring Speeches for Different Audiences**
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### **Week 8: Final Speech Performance and Reflection**

#### **Key Topics:**

- **Final Speech Performance (Live or Recorded)**
  - **Your Future as a Speechmaker in the Public Sphere**
  - **Self-reflection on Speechmaking Journey**
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## **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:**

Online students should check into D2L 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).

**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**

### **G 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 1st 8-week session is February 26. The last date to withdraw from the 16-week session is April 21. The last date to withdraw for the 2nd 8-week session is April 30.

**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:**

If you are experiencing stress or anxiety about your daily living needs including food, housing or just feel you could benefit from free resources to help you through a difficult time, please click here <https://www.com.edu/community-resource-center/>. College of the Mainland has partnered with free community resources to help you stay on track with your schoolwork, by addressing life issues that get in the way of doing your best in school. All services are private and confidential. You may also contact the Dean of Students office at [deanofstudents@com.edu](mailto:deanofstudents@com.edu) or [communityresources@com.edu](mailto:communityresources@com.edu).

**Nondiscrimination Statement:**

The College District prohibits discrimination, including harassment, against any individual on the basis of race, color, religion, national origin, age, veteran status, disability, sex, sexual orientation, gender (including gender identity and gender expression), or any other basis prohibited by law. Retaliation against anyone involved in the complaint process is a violation of College District policy.

**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.

**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.

<b>Student Learner Outcomes</b>	<b>Maps to Core Objective</b>	<b>Assessed Via this Assignment</b>
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/Special Occasion 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.