COMM 1315.003 -- Public Speaking
Summer I 2012 -- MTWT 2:00-3:55
Room Bay Hall 111

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Office Hours: M 400 – 5:00 T 400 – 5:00 W 400 – 5:00 T 400 – 6:00
(Also by appointment)
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Please use this email address ONLY if Blackboard is down.

Course Textbook:
Lucas, Stephen E., The Art of Public Speaking, 10th edition,
There will be exam questions taken directly from the assigned textbook readings that won't necessarily be covered in class.

Additional Requirements::
-- CD, Jump Drive or something else to transfer Powerpoint to the Classroom computer.
-- Index Cards for Peer Evals (4 x 6 – 100 pack)
-- Folder with Pockets (Brads optional)
-- Access to a camera and editing software

Course Description: A study of the art of public speaking and the tools employed by the speaker to build his/her craft. Basic public speaking techniques and terminology will be emphasized. THIS IS A PARTICIPATION CLASS! YOU WILL BE REQUIRED TO SPEAK IN FRONT OF OTHERS.

Student Learning Objectives:
1. Demonstrate understanding of the terminology and principles of public speaking.
2. Create and deliver informative and persuasive oral presentations which incorporate elements of effective public speaking.
3. Utilize listening skills in critically assessing speeches presented by other speakers.

Assignment Values:
Speech One 200
(Personal Speech)
Speech Two 200
(Informative)
Speech Three—Group Project 200
(Media/Persuasion)
Preparation Materials 100
Mini Speeches 50
Mid-Term Exam 100
Final Exam 100
PowerPoint or Prezi 50

Note: if a student does not turn in a bibliography with the informative AND/OR persuasive speech, he/she will receive a zero on the speech. Lack of a bibliography = plagiarism.

The are 1000 points possible, broken down as follows:
A = 900-1000
B = 800-899
C = 700-799
D = 600-699
F = 500 or fewer

To average your grade up to any given point in the semester…
1. Add what you COULD have earned up to that point
2. Add what you have actually earned up to that point
3. Divide what you COULD have earned INTO what you actually earned you will have your current average in the course.

Attendance Procedures:
Attendance is EXPECTED!! Students will learn as much from observing performances as from performing itself. Students are permitted three (3) absences from class. Additional absences will result in the subtraction of one percentage point (1%) per absence off of the final grade. For example, if a student ends up with a 92%, but misses 6 class periods (3 more than allowed), then the actual grade would be an 89% or a "B" grade (92 - 3 = 89).

Unless a student misses more than 3 times due to medical reasons and/or university conflicts, there is no need to show documentation. The 3 given are to be used for these purposes. All documentation should be kept in case it is needed at the end of the semester. THERE ARE NO EXCUSED ABSENCES FOR MISSING DESIGNATED SPEAKING DAYS/DATES!!!! It is the student’s responsibility to make sure there are no conflicts before signing the speech schedule.

Late to Class:
Students are allowed to be late to class 3 times during the semester. The 4th tardy, plus every tardy after that, will count as an absence. If a student is more than 10 minutes late to class, he/she will be counted absent for that day.

Policy for Late Assignments:
Speeches/Assignments that are presented late will be lowered one letter grade per class period. If a scheduled speaker MUST miss his/her designated speech day/date, then the student is expected to be present and ready to give his/her presentation the next class period. If the assistant has time to get the late speaker in, then he/she will. If not, the late speaker is expected to come to the next class period ready to present. If, at any time, the assistant can fit the late speaker into the schedule and the student is not present and/or
Timing. Learning to complete a speech in an allotted amount of time is an important skill for all public speakers to develop. The only way to know the length of your speech is to rehearse it. So rehearse, rehearse, rehearse – for the sake of timing and a polished delivery. Note also that a speech which falls short of the lower limit does not fully meet the assignment. Going over your time limit reflects a poorly developed specific purpose.

**Time Limit on Speeches:**
All graded speeches are timed! For every minute that the student goes over the allotted time, it will be 1 point off his/her speech grade. For example, if the time limit is 5 to 10 minutes and the speaker speaks for 12 minutes and receives a grade of 80% on the performance, then his/her actual grade would be 78% (2 min. over = 2 points off).

For every minute that the speech is under time, it is 5 points off the final speech grade.

**Topic Selection:** Each speaking assignment is intended to facilitate your understanding of the speech design process, while allowing you to develop your delivery style. Your general purpose is either to inform or persuade your audience about a pre-approved topic. Although you have a great deal of freedom in regard to topic selection, you must be sure to relate your topic to the Audience. In addition, be sure that your topic is one that can be covered in the allotted time. We will discuss the above requirements in more detail through out the semester.

**Research and Preparation.** Few things are more uncomfortable than giving a speech that is not adequately prepared. Do your homework. You should use outside sources, such as publications (books, academic journals, credible magazines and newspapers, government reports, etc.) and also interviews. When you make claims (which you will, particularly in the persuasive speech), then you must offer evidence to back them up. You simply must do research in order to understand your audience and prepare the content of the speech.

**Use of the Internet.** Internet sources are permitted for speeches. However, use of the Internet for research can lead to sloppy research that borders on plagiarism. The Internet is a great tool, but remember that you are responsible, so seek out credible information (not just the first thing you see) and evaluate this information.

**Academic Etiquette:**
Universities must maintain standards of academic etiquette in order to create an atmosphere conducive to learning. Everyone in the classroom is expected to demonstrate courtesy to one another, to the assistant and the Instructor, both in and out of the classroom. Talking to one's neighbor(s) during class lectures, student speeches or general discussions, as well as chronic lateness, leaving class before it has been dismissed, etc., is inherently disruptive and thus injurious to the rights of others to the opportunity to learn.
As such, it is unacceptable in a university classroom. **Students who are unable to abide by these rules of academic etiquette and normal civility will be removed from the class.**

**Note:** please be sure to put all cell phones on vibrate and **DO NOT** answer during class or lab. Check to make sure the vibrate mode does not make noise either.

**Blackboard:** Password protected web site that students use for communication as it relates to this course. In addition, students will gain access to all assignments, exams, the grade book and resource materials for the course.

**Gaining Access to Blackboard…**
Learning to use Blackboard will be vital to your success in this course. Within your Blackboard shell you will find:
1. Syllabus
2. Course Calendar
3. Assignments
4. GA Office Hours

In addition:
1. Blackboard is our primary mode of communication outside of the classroom setting. Please only use our outside email address if Blackboard is down.
2. Mid-Term and Final Exams will be taken in Blackboard.
3. Grades will be posted at the end of the semester to check your records against our records.

Go to: [http://tamucc.edu/Current Students](http://tamucc.edu/Current Students)
S.A.I.L|Island Online|Library -- Left side click on Island Online
Look for Izzy (right)

Net ID:
Password:

Net ID is first initial and last name (plus # for some people)
Password is whatever you established
*Same as computer labs and wireless access, which is different from Islander Email

IT Help Desk (361)825-2825.
[http://distance-education.tamucc.edu/student_resources.html](http://distance-education.tamucc.edu/student_resources.html)

Should see course as a blue link… click on it to enter COMM 1315 Public Speaking

**Plagiarism** -- any student found to be plagiarizing in any form will receive a zero on that assignment with the possibility of failing the course.
**Conscious Plagiarism:** This is outright copying from a published source, buying a prepared paper or speech, using someone else’s paper or speech, or having someone rewrite a rough draft. The student who does this is completely conscious of his or her theft. Usually the student who resorts to conscious plagiarism is doing so as an act of desperation in order to salvage a grade. He or she is to be pitied, but the consequences are the same. That student has performed an act of conscious theft.

**Unconscious Plagiarism:** This is an accident, generally the result of ignorance. The person who unconsciously plagiarizes usually does not fully understand how to summarize or how to insert material from his or her sources into the paper or speech. Another type of plagiarism is more complex. It occurs when the writer or speaker presents, as his own, the sequence of ideas, the arrangement of ideas, the arrangement of material, the pattern of thought of someone else, even though he expresses it in his own words. The language may be his, but he is presenting it as the work of his brain, and taking credit for the work of another’s brain.

**Citing Sources.** It is just as important to cite sources correctly as it is to utilize them appropriately. While providing lengthy citations can be cumbersome in a speech, you still need to tell the audience where you obtained information, quotes, etc. that are not your own. This is important for your credibility as a speaker, but it is also important for me to know that you are not plagiarizing others’ material. Remember, failing to cite source material when using ideas, facts, etc. that are not your own counts as plagiarism. **Note:** You must turn in a bibliography of sources (in APA format), along with your text, in order to get credit for the speech.

Note: it is the student’s responsibility to read the information about plagiarism in the text to be sure that he/she is clear on exactly what constitutes plagiarism. Ignorance is no excuse! Any student found to be cheating or plagiarizing may receive a zero on that particular exam or in-class activity with the possibility of failing the course.

**Notice to Students with Disabilities:**
Texas A&M University–Corpus Christi complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you need disability accommodations in this class, please see me as soon as possible. Please have your accommodation letter from Texas A&M University–Corpus Christi Disability Services (DS) Office with you when you come see me. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Disability Services Office (located in 116 Corpus Christi Hall) at 361.825.5816.

**Academic Advising:**
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College’s Academic Advising Center is located in Driftwood 203E, and can be
To earn a C on your speeches you must meet the following standards:
1. The speech must be original.
2. The type of speech presented must be appropriate to the assignment.
3. The topic must be sufficiently focused and appropriate for the audience.
4. The speech must fit the time requirements of the assignment.
5. The speech must be presented on the day assigned.
6. Main ideas must be supported with facts, figures, appropriate testimony, examples, or narratives.
7. The speech must have a clear sense of purpose.
8. The speech must have a clearly identifiable & appropriate design/organizational pattern, with an introduction and a conclusion.
9. The speech must be delivered extemporaneously (NO reading speeches!)
10. The speech must satisfy at least the minimum requirements of the assignment, such as number of references, formal outline, and/or use of visual aids.
11. The speaker must use language correctly.

To earn a B on your speeches you must meet the following standards:
1. Satisfy requirements for a C speech.
2. Select a challenging topic and adapt it appropriately to your audience.
3. Reflect a greater depth of research.
4. Clearly identify sources of information and ideas.
5. Create and sustain attention throughout the speech.
6. Make effective use of transitions, previews, and summaries.
7. Use good oral style.
8. Present your speech with poise.

To earn A on your speeches you must meet the following standards:
1. Satisfy all requirements of a B speech.
2. Demonstrate superior critical thinking skills in topic selection & speech development.
3. Develop & sustain strong bonds of identification among speaker, audience, & topic.
4. Consistently adapt information & supporting material to the world of your audience.
5. Reflect an even greater depth of research.
6. Demonstrate artful use of language & stylistic techniques.
7. Make a polished presentation that artfully integrates verbal and nonverbal communication skills.

A D speech does not meet two or three of the standards for a C speech or
1. Topic not relevant and/or applicable to intended audience.
2. It includes information and/or persuasive arguments that are common knowledge to most people.
3. It is based entirely on biased information or unsupported opinions.
4. Sources not credible
5. It does not even hit the minimum time requirement (seriously underdeveloped)
6. It is obviously unrehearsed.

A F speech does not meet three or more of the standards of a C speech, reflects either of the problems associated with a D speech, or
1. It uses fabricated supporting material.
2. It deliberately distorts evidence.
3. It is plagiarized.
4. It does not even hit the minimum time requirement (seriously underdeveloped)

Grade Appeal Process:
As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.htm. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

ASSIGNMENTS

MINI SPEECHES
(10 points each)

Intro with Object/Power Point or Prezi Mini Speech #1
Proper use of PowerPoint and/or Prezi can enhance an effective presentation. Improper use can ruin an otherwise effective speech. Therefore, it is important to learn how to use PowerPoint properly. For this assignment you will present a mini speech that includes between 1 to 3 slides while also giving your classmates an opportunity to know you better. The speech should last 1 to 2 minutes. Choose an object and tell at least two ways you are similar to the object and at least two ways you are different. Remember that the point is to help your classmates to get to know you better, so please don’t state the obvious.

The 'Ah' Game
Mini Speech #2
Students will pull a topic out of an envelope and speak for 1 min on that topic without saying 'ah' -- or any other type of vocalized pause. For example: 'like,' and 'you know'
Sample Topics:
Movies
Crayons
Fashion
TAMUCC
Music
Dogs
Cars
Partying
To prepare for this speech, all you need to do is get a good night's rest and eat a little something before class. If you have taken care of yourself physically, it will be easier to think quickly on your feet!

Birthday Citation
Mini Speech #3
Providing credible information is the basis of any well designed speech. Therefore, you must learn to properly cite sources during your speeches. While providing lengthy citations can be cumbersome in a speech, you still need to tell the audience where you obtained information, quotes, etc., that are not your own. This not only adds to your credibility as a speaker, but it also ensures that you are not plagiarizing others’ material (which could cause you to fail the course). Remember, failing to cite material when using ideas, facts, etc., that are not your own counts as plagiarism.
Your topic for this assignment is the day/date you were born. You must present two sources informing on this topic. You must have one statistic, one direct quotation and one passage of information you will paraphrase. You will then give a brief (1 – 2 minute) presentation that incorporates all three citations.
Note: you will not have to turn in a bibliography. We will base this one on the honor code, but you MUST turn one in for the Informative AND persuasive speech.
Also, per student request, you can provide information from ANY year… as long as it happened on your birth date.

Tell a Story
Mini Speech #4
Tell a story that is about 1 to 2 minutes in length. It can be from personal experience, something you have read or seen on tv or something you know that has happened to a friend or an acquaintance. Remember to use vivid, illustrative language so that the audience can actually 'see' or imagine what occurred as you are speaking. Also, practice telling the story beforehand. It is best that it's not memorized; however, it is important to practice telling the story (out loud!) for overall effectiveness. Remember the importance of the delivery, too. Practice using effective vocal variety, changing the rate where necessary and incorporating pauses for dramatic effect. The story can be be serious or humorous and it can be about anything as long as it is not offensive to anyone (Rated PG :)


Also remember that to be most successful in this course, you want to -- just like all areas of life, really -- plan for the future! In other words, if you have a personal story or a story you are familiar with that could potentially be related to one of your GRADED speech topics.... SAVE IT! Don't use it for the mini-speech! Take the time to find another story for the mini-speech. GOOD LUCK!

**Give me the Quarters!**

**Mini #5**

For this assignment, you must bring a quarter to class. Students will put all quarters in a pile. In 1 to 2 minutes, each speaker will attempt to persuade the class to give him/her ALL of the quarters by applying the persuasive speaking methods and strategies discussed in class and in the textbook.

After all speakers have spoken, each person will vote to determine who will win the pile of quarters.

**PREPARATION MATERIALS**

**Bibliography Assignment** – Must turn in an annotated bibliography on the day of the speech. Must be Typed! 10 points – Informative and Persuasive.

Students MUST use APA Style in order to get credit for the bibliography. Students MUST cite AT LEAST 2 sources WITHIN the speech.

If a student fails to turn in a type-written bibliography, in the APA format, he/she WILL NOT receive credit on his/her speech/video.

Go to the following link for examples of how to cite sources on a bibliography using the APA style format: [http://www.ithaca.edu/library/course/apa.html](http://www.ithaca.edu/library/course/apa.html)

**Outline Assignment** –

Must be Typed! Must be turned in on speaking day – 10 points (Informative speech only) Main points and Subpoints are fine, but the outline should include complete sentences.

Topic:
Attn Step:
Central Idea/Thesis:
I. Main Point
   Subpoint
   Subpoint
   Subpoint
   Transition Statement:
   II. Main Point
   Subpoint
   Subpoint
   Subpoint
   Memorable Ending:

**Survey Assignment** --

Must be Typed! ALL completed surveys MUST be turned in on student's speaking day 10 points – (Informative speech only).
Note: the purpose of the survey is for the student to find out as much about his/her audience as it relates to his/her topic as possible and then apply to speech preparation process. The grade will be determined based on how well the student followed through with this process.

This is an example – please see text for additional examples and types of questions to ask on a survey --
1. What genre of music do you prefer to listen to?
2. How often do you go to the movies?
3. Is there a certain soundtrack to a certain movie that you like? Yes, No
4. If so, what movie was it?
5. Do you ever listen to classical music? Yes, No
6. Can you name any composers of classical music (ex Wolfgang A. Mozart)?

Storyboard—
To be turned in as part of the media/group presentation project (20 points).
Sample: http://accad.osu.edu/womenandtech/Storyboard%20Resource/

GRADED SPEECHES

Personal Speech - Time Limit: 5 to 10 minutes
1 letter grade off for every minute under time.
1 percentage point off for every minute over time.

Delivery:
Physical Appearance was attractive and suitable
Language/style of language was suitable and effective for the target audience
Student was articulate and easy to hear
There were no serious errors in grammar, pronunciation and/or word usage
Body movements, eye contact and facial expressions added to the overall effectiveness and interest-level of the speech

INTRODUCTION:
Attention step: relates to subject in some way; creatively and effectively gains the audience’s attention.
Thesis Statement or Central Idea: Conversationally, but clearly stated in the introduction. Try to be more creative than just saying... —my topic is||
Establish Credibility (appeared prepared):
Preview/Transition statement: Conversationally tells the audience the main points to be covered in the presentation.

BODY
• Visual Aids add clarity, interest and/or proof. The visuals bring the information to life. The visuals are smoothly and effectively presented into the presentation and in no way detract from the presentation. They are effectively displayed and large enough for everyone in the class to see.
• Student maintains strong eye contact and is not overly reliant on visuals!
The two Main points are clearly stated (I. Who Am I II. Where Am I Going) and developed, inclusive of at least 2 or 3 subpoints under each main point.

The main points are equally weighted (similar time is spent on both) and the student does not go back and forth between the two main points.

Speaker included effective verbal cues (transition statements) that assist the audience in the process of moving to each main point in the body of the presentation (remember… use key words and phrases in preview, main points, transition statements and in the review). Repetition aids in retention!

Transition Statement: Includes a simple, yet effective transition statement that lets the audience know that the speaker is moving to the conclusion (usually combined with the review statement).

CONCLUSION:
Review: Clearly restated main points with the same key words and phrases used in the preview and main points.
Memorable Ending: relates to subject in some way; creatively and effectively concludes presentation.

Informative Speech Time Limit: 5 to 10 minutes
1 letter grade off for every minute under time.
1 percentage point off for every minute over time.

Choice of Subject/Audience Analysis: effectively chose a topic and developed it in such a way that it was interesting and suitable to the Target Audience (classmates/instructor or Grader).

Delivery:
- Physical Appearance was attractive and suitable
- Language/style of language was suitable and effective for the target audience
- Student was articulate and easy to hear
- There were no serious errors in grammar, pronunciation and/or word usage
- Body movements, eye contact and facial expressions added to the overall effectiveness and interest-level of the speech
- Used extemporaneous delivery effectively

INTRODUCTION:
Attention step: relates to subject in some way; creatively and effectively gains the audience’s attention.
States the importance of the topic: in a sentence or two… explains the significance of the subject and/or why the audience should be interested.
Thesis Statement or Central Idea: Conversationally, but clearly stated in the introduction.
Establish Credibility (on time and appears prepared)
Preview Main Points: Conversationally tells the audience the main points to be covered in the presentation.
Transition Statement: Includes a simple, yet effective transition statement that lets the
audience know that the speaker is moving to the first main point.

BODY:
- Student teaches the majority of the class something new, different, unusual, unique or obscure during the presentation.
- Main points are clearly stated and developed equally
- Recommended number of main points for a 5 to 10 minute speech: approximately 2 or 3 main points.
- Main points and subpoints effectively relate to the thesis statement or central idea of the speech
- Subpoints include a variety of effective and suitable supporting materials that lend credibility and interest to the speech and speaker.
- Visual Aids are also included into the presentation, which add clarity, interest and/or proof. The visuals, like the supporting materials, bring the dry, technical information to life. Please refer to visual aid notes from class, as well as the text for examples of how and when to implement visuals into the presentation most effectively.
- Visuals are effectively displayed and large enough for everyone in the class to see.
- Speaker included effective verbal cues (transitions, signposts, etc.) that assisted the audience in the process of moving to each main point and subpoint in the body of the presentation (remember… use key words and phrases in preview, main points, transition statements and in the review). Repetition aids in retention!
- Speaker clearly and effectively moves from the introduction to the body and from the body to the conclusion (transition statements).
- Student conversationally cited at least two (2) CREDIBLE sources during the presentation. Student also followed the guidelines covered in class on when it is vital to mention a source! Be more creative than simply saying —My sources are|| or —My sources were||. Note: Refer to notes taken from librarian's presentation, inclass lecture and/or textbook for examples of CREDIBLE sources.
- The speech seemed logical, clear and interesting to the target audience.
- Transition Statement: Includes a simple, yet effective transition statement that lets the audience know that the speaker is moving to the conclusion.

CONCLUSION:
Review: Clearly restated main points with the same key words and phrases used in the preview and main points.
Memorable Ending: relates to subject in some way; creatively and effectively concludes presentation. Speaker DOESN’T END by saying… —That’s it! OR —Any Questions?

Media/Group Presentation Project Time: 15 – 20 min
1 letter grade off for every minute under time.
1 percentage point off for every minute over time.
Persuasive Video is included somewhere during the presentation ---
Delivery (Individual Speakers):
- Physical Appearance was attractive and suitable
- Language/style of language was suitable and effective for the target audience
- Student was articulate and easy to hear
- There were no serious errors in grammar, pronunciation and/or word usage
- Body movements, eye contact and facial expressions added to the overall effectiveness and interest-level of the speech
- Used extemporaneous delivery effectively

INTRODUCTION:
Attention step: relates to subject in some way; creatively and effectively gains the audience’s attention. Thesis Statement or Central Idea: Conversationally, but clearly stated in the introduction.
Establish Credibility/appears prepared
Preview Main Points: Conversationally tells the audience the main points to be covered in the presentation.
Transition Statement: Includes a simple, yet effective transition statement that lets the audience know that the speaker is moving to the first main point.

BODY:
- The speech is fluid and speakers move seamlessly from one speaker to the next
- ALL group members appear prepared and aware of the group’s goals
- ALL requested information regarding the group project is contained in the speech
- Main points are clearly stated and developed equally
- Appropriate number of main points covered given the time constraints
- Main points and subpoints effectively relate to the thesis statement or central idea of the speech
- Subpoints include a variety of effective and suitable supporting materials that lend credibility and interest to the speech and speakers.
- Visual Aids are also included into the presentation, which add clarity, interest and/or proof. The visuals, like the supporting materials, bring the dry, technical information to life. Please refer to visual aid notes from class, as well as the text for examples of how and when to implement visuals into the presentation most effectively.
- Visuals are effectively displayed and large enough for everyone in the class to see.
- Speakers included effective verbal cues (transitions, signposts, etc.) that assisted the audience in the process of moving to each main point and subpoint in the body of the presentation (remember… use key words and phrases in preview, main points, transition statements and in the review). Repetition aids in retention!
- Speakers clearly and effectively move from the introduction to the body and from the body to the conclusion (transition statements).
- Students conversationally cite at least two (2) CREDIBLE sources during the presentation. Students also follow the guidelines covered in class on when it is vital to mention a source! Be more creative than simply saying —My sources are||
or —My sources were.
- The speech seemed logical, clear and interesting to the audience.
- Transition Statement: Includes a simple, yet effective transition statement that lets the audience know that the group is moving to the conclusion.

CONCLUSION:

**Review:** Clearly restated main points with the same key words and phrases used in the preview and main points.
**Memorable Ending:** relates to subject in some way; creatively and effectively concludes presentation.

**Persuasive Video (Group Project 1 – 3 min)**
- 1 letter grade off for every minute under time.
- 1 percentage point off for every minute over time.
- The introduction is compelling and provides motivating content that hooks the viewer from the beginning of the video and keeps the audience's attention until the end.
- All technical aspects of video working properly (video in focus, edits are smooth, audio loud and clear, audio/video in sync, etc).
- All shots are clearly focused and well framed. The camera is held steady with few pans and zooms. Close-ups are used to focus attention.
- Video is aesthetically appealing
- Clear beginning, middle and end
- Clear target audience
- Persuasive appeal includes the methods and strategies of persuasion that add to the overall effect of the video (ethos/logos/pathos).
- Nothing in the video detracts from the message and/or persuasive appeal.
- Any graphics and/or animation in the video assists in presenting an overall theme that appeals to the audience and enhances concepts with a high impact message.
- Motion scenes are planned and purposeful, adding impact to the story line.
- "Talking heads" scenes are used when crucial to telling the story.

**To receive a grade for this project, ALL videos MUST be uploaded to the Internet!**

**PowerPoint and/or Prezi Assignment – Must be presented with the Media/Group Presentation**
The student will develop a slide show using the PowerPoint or Prezi software. Slide show will be graded on the criteria outlined below.

**Slides simple and easy to read:**
As discussed in class…
- Include simple photos and as few words as possible on the screen.
- Stay away from dark backgrounds with light letters because this makes it harder for audience members to read. Most people prefer the lighter backgrounds with darker letters because this is how we are used to reading text (on web pages, books, magazines, etc.)

Slides are visually appealing:
Include enough blank space on each slide that your visuals and text are easily read and
viewed, as well as aesthetically appealing to the eye.

**Present effectively:**
Remember that the best way to present visuals is to keep them covered until you are ready to refer to and explain them. Therefore, the custom animation in PowerPoint where you have the option to keep things hidden from the audience is highly recommended. It’s best if the text or photos are presented on the click of the mouse, space bar and/or using the cursor keys.

**Don’t Use Timing Feature in PowerPoint:**
The timing feature in PowerPoint is NOT recommended because it is extremely difficult to speak extemporaneously when being timed. When PowerPoint is on the timing mode, the speaker is almost forced to memorize because there is absolutely, positively no room for a memory lapse due to the fact that PowerPoint will move on without the speaker.

**WATCH OUT FOR DISTRACTIONS!**
Though the sound effects can be cute, they can also become a distraction and VERY annoying to audience members. I would only include a sound effect or two IF it’s a sound that is relevant to your speech. (i.e. might have a quick gun fire sound when you are telling a joke about shooting a gun). Again, this is ONLY if it has something to do with your particular speech topic.

**Don’t overdo it!**
Be sure NOT to include so many slides that the audience members feel rushed when attempting to view photographs, clip art, text, etc. 3 to 5 slides (depending on how much is on each slide) is a good guideline for a 5 to 10 minute speech.

**WARNING:** Arrive early and call Media Services (phone # on phone in classroom) if you have technical problems. Obviously, if you arrive 2 minutes before class begins, they won't have time to fix, but if you give them enough time, they can usually fix anything.

**Tentative Course Calendar**

**Mon, June 4**
Syllabus/Blackboard Activities
Only Human Video Learn Speech Sign Up Process... Meet a Friend/Communication Anxiety Chapter 1: Speaking in Public

**Tues, June 5**
Last day to register or add a class Mini-Lecture : Personal Speech -- How to Activities
Watch, Analyze sample Personal Speech
Chapter 9: Beginning and Ending the Speech
Sign up for speeches for entire semester (personal/informative only)
Mini-lecture: Communication Process/Listening
Chapter 1: Speaking in Public Chapter 3: Listening
How NOT to present visuals (PowerPoint/Prezi mini next class period)!
Activities
Feedback Activity/Listening Test

Wed, June 6
Mini #1 Intro with object/PowerPoint or Prezi Speech Due Today!
Mini-lecture: Verbal/Vocal Aspects of Delivery
Chapter 11: Using Language
Chapter 12: Delivery

Thurs, June 7
Mini #2 - Ah Game Today!
How to Prepare: Get enough rest! Eat a little! Drink plenty of water so that you aren't dehydrated!
Visual Aspects of Delivery
Chapter 12: Delivery
Mini lecture: Visual Aids

Mon, June 11
Day 1: Personal Speeches

Tues, June 12
Day 2: Personal Speeches

Wed, June 13
Day 3: Personal Speeches

Thurs, June 14
Mini-lecture: Audience Analysis/Topic Selection
Chapter 4: Selecting a Topic and Purpose
Chapter 5: Analyzing the Audience
Chapter 14: Speaking to Inform
Gathering Materials/Org & Outlining
Chapter 6: Gathering Materials
Chapter 10: Outlining the Speech
Chapter 8: Organizing the Body of the Speech
Mon, June 18
Mini-lecture: Verbal Support -- Chapter 7: Supporting Your Ideas
Chapter 2: Ethics and Public Speaking
Activity:
'Your Call'

Tues, June 19
Mini #3 - Birthday Citations Due Today!

Wed, June 20
Mid-Term Exam goes online – multiple choice – 50 ques worth 2 pts each
Chapter 1 Speaking in Public; Chapter 9 Beginning & Ending the Speech; Chapter 3 Listening; Chapter 12 Delivery; Chapter 4 Selecting a Topic & Purpose; Chapter 5 Analyzing the Audience; Chapter 8 Organizing the Body of the Speech; Chapter 10 Outlining the Speech; Chapter 14 Speaking to Inform
Mini #4 - Tell a Human Interest Story Due Today!

Thurs, June 21
Day 1: Informative Speeches

Mon, June 25
Day 2: Informative Speeches

Tues, June 26
Day 3: Informative Speeches

Wed, June 27
Mini-lecture: Persuasive Speech - How to
Chapter 15: Speaking to Persuade
Chapter 16: Methods of Persuasion
Activity - Watch/discuss/analyze Dr. Martin Luther King’s I Have a Dream Speech
Group project/Persuasive Video – How to

Thurs, June 28
Chapter 18 Speaking in Small Groups
Work in groups
**Mon, July 2**  
Mini #5 Quarter Speech Due Today!  
Work in groups

**Tues, July 3**  
Work in groups

**Wed, July 4**  
Group Presentations: 1 & 2  
Last day to withdraw from the University

**Thurs, July 5**  
Group Presentations: 3 & 4  
Last day to withdraw from the University