Bay Hall, 207
Tuesday, 4:20 p.m. to 6:50 p.m.

Ruth Aipperspach, Instructor
Office: Bay Hall, Room 222-B
ruth.aipperspach@tamucc.edu
825 – 2586

OFFICE HOURS:
Monday 4:30: p.m. to 5:30 p.m., or by appointment
Tuesday: 12:45 to 1:45 p.m.
Wednesday 3:00 p.m. – 4:30 p.m.
Thursday 12:45 p.m. to 1:45 p.m.; 5:45 p.m. to 6:45 p.m.;

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COURSE DESCRIPTION: Research, composition, organization, and delivery of speeches for various purposes and occasions, with emphasis on listener analysis and on informative and persuasive techniques. Satisfies university core curriculum requirement in oral communication

COURSE MATERIALS:
note cards (3x5 or 4x6)
2 Blue Books for exams
1 folder with pockets & name on the front cover

GOALS:
1. Students will recognize and demonstrate communication skills based on instruction and discussion.
2. These skills acknowledge that effective human communication is a process of selecting, sorting, and sending of symbols to help a listener elicit comprehension.
3. Students will present speeches to inform and to persuade.
4. Students will differentiate between and use the organizational criteria required to effectively fulfill the purpose of the individual speeches.

STUDENT LEARNING OUTCOMES:
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.
ATTENDANCE: This course is part of the University core curriculum, and it is both a performance and participatory class. Absences for medical, work-related (i.e. attending seminars, workshops, etc.) emergency situations with documentation will be excused; otherwise three or more absences (including tardiness and leaving class early) will incur a three point deduction off the final grade.

CLASS METHODS:
1. Class lectures, discussion, written and oral assignments, 3 mini exams and final exams, Library search, written Speech Analyses, Audience Analysis and speech presentations.
2. Handwritten copy will not be accepted unless indicated otherwise by the instructor.
3. All assignments are due at the beginning of the class period shown on the syllabus for a grade. Late assignments will be given a zero grade. Do not e-mail any assignments. They will not be graded. Hard copy must be Turned in on the due date for a grade.
4. ON SCHEDULED MAJOR SPEECH DAYS: Students will sign up in advance, so there will be no make-up presentations, other than for emergencies. Documentation must be given to the Instructor during that round of speeches. Any student missing a speech (work-related schedules or other reasons) will receive a zero grade.
5. There will be NO schedule changes during the week leading up to Spring Break, and the week after Spring. These are official class days. All deadlines will be adhered to.
6. If a student misses an exam, please notify the Instructor within 24 hours. No exams will be given in advance of the date as shown on the Syllabus.
7. SPEECHES:
   - icebreakers three speeches: (1) Demonstration (2) Information and (3) Persuasion
   All topics must be approved by the Instructor. Do this 1-2 periods before your presentation (See Speech Handouts)
8. (a) A one-minute ‘grace’ period exceeding the time limit is allowed; otherwise 10 points will be deducted from the speech grade; similarly 10 point deduction if the minimum time limit is not met.
   (b) All speeches will be researched and documented MLA Style. Speeches will be given extemporaneously using notecards. (See Speech Handouts).
   (c) Students will write peer critiques on fellow students for the three major Speeches. Up to 6 points are given per speech round for critiquing; and 3 pts for adhering to dress code.
   (d) Refrain from chewing gum and wearing a cap or hat during speech presentations
   (e) Refrain from using e-cigarettes or other tobacco products during class time.
   (f) Also, dress is important in all speech situations.

Grading: (see breakdown on separate grade sheet)
(1) Speeches, Topic Declaration Pages, Visual aids ............. 50%
(2) 3 mini exams and a Final written exam .......................................... 25%
(3) Critiquing speeches, Library Search, 1 Audience Analysis, 2 Written Speaker Analyses, 4 Tweets 25%

(A=100-90; B=80-89; C=79-70; D=69-60; F=59-- (don’t ask)
NOTE:
(1) To avoid distractions in the classroom, please turn off cellular phones at the beginning of every class. These are a distraction to both speakers and the Instructor. If a student’s cell phone causes a distraction during a speech presentation, that student will incur a three point deduction off his/her grade.
(2) Also, turn off other technology and put them in your bag.
(3) Do not check your phone during class, and don’t leave the classroom to make or answer a call. That can wait until you leave the room at the end of the class period.
   NO TEXTING messages during class time.
(4) Anyone using a laptop or Tablet must sit near the front row to avoid distractions. Laptops and Tablets are for reading the textbook on-line, and/or taking Lecture notes only. Please inform the Instructor.
(5) During exams, turn off all cell phones or other technological equipment in the classroom. If anyone uses a cell phone or other equipment during an exam, the Instructor will remove that student’s exam and consider it finished.
(5) DO NOT BRING FOOD OR DRINK INTO THE CLASSROOM.
(6) Preferred Method of scholarly citations where appropriate will be MLA Style
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ACADEMIC INTEGRITY/PLAGIARISM University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work). In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a zero.

CLASSROOM/PROFESSIONAL BEHAVIOR: Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

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ACADEMIC ADVISING The College of Liberal Arts requires that students met with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit System. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood 203. For more information, please call 361-825-3466.
Disabilities Accommodations: The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall, Room #116.

If you are a returning veteran and are experiencing cognitive and/or physical issues in the classroom or on campus please contact the Disability Services office for assistance at (361) 825-5816.

DROPPING A CLASS: I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. (………..) is the last day to drop a class with an automatic grade of “W”.

GRADED APPEAL PROCESS: Students who feel that they have not been held to appropriate academic standards as outlined in this class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. A student with a complaint about a grade is encouraged to first discuss the matter with the Instructor. For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, cla.tamucc.edu/students/studentinfo.html For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean.

All students are encouraged to sign up for an Islander email account. Islander email is critical for university communication in any weather-related situations, or other emergencies. Students may contact the Instructor by phone, Islander email, or visit ini my office in Bay Hall, 222-B

This Syllabus describes the day to day class schedule. If any changes are made due to illness, inclement weather, or other reasons, etc., the Instructor has the right to make alterations and those changes will be announced in class.

Statement of Academic Continuity In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University-Corpus Christi, this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e. emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.
PART I: INTRODUCTION TO COURSE

Week 1
Jan 27 T  Introduction to Speaking in Public; intro to COMM courses (ch. 1)
          Ethics and Public Speaking (ch. 2)
          Topics (ch. 5)
          Delivery (ch. 13)
          Guidelines for Introduction speech (pp. 64-67)

PART II: INFORMATION SPEECH PREPARATION

Week 2
Feb 3 T  60-90 sec. Introduction speech (ALL STUDENTS)
          Information Speeches and organization
          Audiences (ch. 6)
          Brief introduction to Sources (ch. 7)
          Guidelines for 1920s speech with source from microfiche or microroll

Week 3
Feb 10 T  ** TEST # I (ch., 1, 2, 13) (Blue book)
          2-3 min. 1920s speech + source (ALL STUDENTS)
          Guidelines for 5-8 min. Demonstration Speech, sources and visual aids ch. 14
          Sign up for Demonstration speech; in-class assignments

Week 4
Feb 17 T  Demonstration or Process Speech (5-8 min) (half the class)
          Turn in Topic Declaration page in your folder

Week 5
Feb 24 T  Demonstration or Process Speech (5-8 min) half the class
          Turn in Topic Declaration Page in your folder
          Introduction to Information speech preparation (ch. 15)
          Sources - assign Library Search for Week 7 class

Week 6
Mar 3 T  TEST II (ch. 5-6) (Blue book)
          Outlines, Introductions, Conclusions, Transitions (ch. 10-11)
          In-class assignments
          Sign up for Information Speech schedule
COMM-1315_018
PUBLIC SPEAKING

Week 7
Mar 10 T  ** Test # III  (ch. 7,8,9)  Blue Book
Library Search due: bring your completed Library Search to class and learn how to cite sources in speech. (Lucas ch. 7-8)
Written analysis on viewing videotaped speeches and learn how to improve Your presentational style and support material used. (in-class assignment)

-------------March 16 -20  Spring Break – No class --------------

Week 8
Mar 24 T  ** Information speech (with 2 slides (optional) (5-8 min)
+ Topic Declaration Page in folder  (half the class)
Written Analysis of today’s speech

Week 9
Mar 31 T ** Information speech (with 2 slides optional)
+ Topic Declaration Page in folder  (half the class)
Begin introduction to Persuasion & Topic selection  (ch. 16-17, p.379)
Assign in-class Persuasive Audience Analysis Survey (pp. 110-113)

PART III: PERSUASIVE SPEECH PREPARATION

Week 10
Apr, 7 T  Begin Persuasive Audience Analysis survey
Persuasion patterns / reasoning strategies (ch.16-17)
Visual Aids (ch. 14) & PowerPoint guidelines pp. 265-266, 273)
Written Speaker Analysis (see handout)
Sign up for Persuasion Speech schedule

Week 11
Apr 14 T  Finish Audience Analysis & explain tabulation process (p. 110-113)
Go through Fallacies and reasoning  (ch. 17)
Watch taped speech

Week 12
Apr, 21 T  ** Persuasive Speech presentation with visual aid  (5-8min) (half the class)
+ Topic Declaration Page
Submit Audience Analysis results in folder

Week 13
Apr 28 T  ** Persuasive Speech presentation with visual aid  (5-8 min) (half the class0
+ Topic Declaration Page
Submit Audience Analysis results in folder

Due: Speaker Analysis Critique
Week 14
May 5   T  Last class day  Special speeches (in class graded assignment)

Week 15
May 12  T  **Final Exam (4:30 p.m. – 7:00 p.m.)**  Blue Book Exam – subjective and objective questions

(No exams will be given in advance of the Final Exam date as scheduled on the TAMUCC Final Exam Schedule. Please schedule your travel plans including domestic and/or international flights after the examination time. **No exceptions**

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**SPEECHES (50%)**

<table>
<thead>
<tr>
<th>Speech Type</th>
<th>Points</th>
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<tbody>
<tr>
<td>Introduction Speech</td>
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<tr>
<td>1920s speech + source</td>
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<tr>
<td>DEMONSTRATION SPEECH</td>
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<tr>
<td>- Topic Declaration</td>
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</tr>
<tr>
<td>INFORMATION SPEECH</td>
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</tr>
<tr>
<td>- Topic Declaration</td>
<td>10</td>
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<tr>
<td>- Speech</td>
<td>100</td>
</tr>
<tr>
<td>PERSUASION SPEECH</td>
<td>100</td>
</tr>
<tr>
<td>- Topic Declaration</td>
<td>10</td>
</tr>
<tr>
<td>- Speech</td>
<td>100</td>
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<tr>
<td>- Visual Aid(s)</td>
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<td>SPECIAL SPEECHES</td>
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**IN-CLASS / OUT OF CLASS ASSIGNMENTS (25%)**

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<th>Assignment Type</th>
<th>Points</th>
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</thead>
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<td>Critique grade (Dem. Speech)</td>
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<tr>
<td>Critique grade (Inf. Speech)</td>
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<tr>
<td>Critique grade (Pers. Speech)</td>
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<tr>
<td>Library Search Assignment</td>
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<tr>
<td>Persuasive Audience Analysis</td>
<td>25</td>
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<td>4 Tweets @ 5 pts each</td>
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<tr>
<td>Dress Code – Demonstration</td>
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<tr>
<td>Dress Code – Information</td>
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<tr>
<td>Dress Code – Persuasion</td>
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<tr>
<td>2 Written Speaker Analysis: #1 in-class critique</td>
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<tr>
<td>#2 outside critique</td>
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**EXAMS (25%)**

<table>
<thead>
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<th>Exam Type</th>
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<tr>
<td>Final Exam</td>
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refer to Syllabus for consequences of not participating in any Speech presentations and/or turning in assignments on due date.
Students will send 4 tweets this semester to fulfill requirements for this course. Each tweet will consist of a short quotation with source to fit 135-140 spaces. To set up a Twitter account for newcomers:
1. go to Twitter.com, sign up and then select 10 items from the Twitter list to follow. This is part of the sign up process.
2. In Week 2, send me a tweet with “this is a test” message plus your name
3. Send one tweet in September, October, November, and December’s tweet by the final exam time to:

   @writecomNews

Make sure that this twitter address is used only by students in COMM 1315.018 PUBLIC SPEAKING for this assignment. It is not to be used for general questions on other assignments in this class. Use Instructor email ruth.aipperspach@tamucc.edu for any questions you have.