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 the university core curriculum requirement in oral communication.
This class is designed to teach you the principles of research, organization, composition and effective delivery of speeches for various purposes and occasions. Focus will be on speaking to audiences in face-to-face as well as from a distance through the use of computer-mediated technology. There is also a teamwork component built into the course; therefore, you will be assigned to a group for the purpose of developing a group presentation.

Student Learning Objectives:
1. Generate and communicate ideas by combining, changing, or reapplying existing information.
2. Develop, interpret, and express ideas through written communication.
3. Develop, interpret, and express ideas through oral communication.
4. Develop, interpret, and express ideas through visual communication.
5. Integrate different viewpoints as a member of a team.
6. Work with others to support and accomplish a shared goal.
7. Evaluate choices and actions, and relate consequences to decision making.

Required Text:
Note: There will be exam questions directly from the text that may not be covered during class time.

Additional Required Materials:
Notecards
Folder

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, gradebook and resource materials for the course. Learning to use Blackboard will be vital to your success in this course. Within your Blackboard shell you will find:
1. Syllabus
2. Assignments
3. Quizzes
4. Grade book
5. Private Email (BB Messages and Email)
6. Public Communication (Discussion Forum).

Gaining Access to Blackboard:
Go to: https://bb9.tamucc.edu/
You will see…
Username:
Password:
Username 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  
Should see course as a blue link… click on it to enter COMM 1315 Public Speaking

**Blackboard Problems:**  
If you have ANY Blackboard problems, please call the Blackboard helpdesk, first (before contacting me). When you call the helpdesk, be sure to get AND KEEP your case # related to the specific problem. IF you contact me for assistance, please be ready to provide the case #. IF you do not have a case #, you will be asked to contact the helpdesk for that information. The number can be found under the syllabus link inside of BB.

**WARNING:** UNLESS there is some type of medical documentation indicating why an online assignment could not be completed by the deadline, the online assignments WILL NOT be reset. Deadlines are given at the beginning of the semester, so please put them on your calendar for planning purposes.

**Attendance Policy:**  
Attendance in this course is critical to your success. For purposes of grading, no distinction will be made between excused and unexcused absences (excluding absences for recognized religious holidays, deaths in the family, doctor’s excuse with documentation, and approved university functions.) Each absence in excess of **THREE** will lower your average a full letter grade. More than six absences will result in a failing grade for the course. **Three late attendance marks translate to one absence.** Exceptions under extreme circumstances may be made at the discretion of the professor.

**Policy for Late Assignments:**  
Speeches/Assignments presented and/or handed in late will be lowered one letter grade per day that it is late. If a personal issue arrives that you feel may keep you from making the deadline for any assignments, please be proactive and communicate with me BEFORE the deadline has passed. While most individual speeches can be made up (with a 10% penalty for an unexcused absence), some speeches in class (such as the Persuasive Group Speech) can NOT be made up. All online components cannot be made up past deadline without excuse or reason before the deadline is met.

**Cell Phone/Electronic device usage:** I don’t mind the use of media in class, especially if it relates to the topic of discussion. However, I will not tolerate if media is being used as a distraction, as that not only affects the student utilizing the media, but the surrounding students as well. No Media will be permitted while students are presenting speeches. If you absolutely have to use media, I have no issue with you briefly stepping out and taking care of business outside of the classroom. Just avoid being a distraction while stepping out and re-entering the classroom.

**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.

Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high quality educational experience that is free from repression. You are
responsible for following the rules of the University, city, state and federal government. We expect that you will
behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial
origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another
individual will not be tolerated.

Netiquette:
Please go to the following link to ensure that you are not breaking any of the netiquette rules as this will hurt
your grade. In an extreme form, it could cause a student to be removed from the course (this includes any type
of flaming remarks).
http://edtech2.boisestate.edu/frankm/573/netiquette.html

*Whether face to face or online, with instructor or other classmates, students who are unable to abide by
the general rules of academic etiquette and normal civility will be removed from the class.

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 on that particular
exam or in-class activity with the possibility of failing the course.

Plagiarism:
Any student found to be plagiarizing in any form will receive a zero on that assignment with the possibility of
failing the course.

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.

Note: If a student does not turn in an annotated reference page with a presentation, he/she will receive a
zero on the assignment. Lack of references = plagiarism.

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. 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 825-3466.

Grade Appeals:
Students who feel that he/she 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, http://cla.tamu.edu/students/studentinfo.html. For assistance and/or guidance in the grade appeal
process, students may contact the Associate Dean’s Office.

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. November 6, 2015 is the last day to drop a class with an automatic grade of “W” this term.

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

**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.

**Course Assignments**

**Grades:** There are 1000 points possible, broken down as follows:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Assignment Values</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Major Speeches</strong></td>
<td></td>
</tr>
<tr>
<td>Personal Speech</td>
<td>100pts</td>
</tr>
<tr>
<td>Preparation Materials</td>
<td></td>
</tr>
<tr>
<td>• Notecards</td>
<td>10pts</td>
</tr>
<tr>
<td>• Outline</td>
<td>15pts</td>
</tr>
<tr>
<td>• Folder</td>
<td>0pts- but assignment will not be graded without one.</td>
</tr>
<tr>
<td>Informative Speech</td>
<td>150pts</td>
</tr>
<tr>
<td>Preparation Materials</td>
<td></td>
</tr>
<tr>
<td>• Notecards</td>
<td>10pts</td>
</tr>
<tr>
<td>• Outline</td>
<td>15pts</td>
</tr>
<tr>
<td>• Reference Sheet</td>
<td>20pts</td>
</tr>
<tr>
<td>• Survey</td>
<td>10pts</td>
</tr>
<tr>
<td>• Folder</td>
<td>0pts- but assignment will not be graded without one.</td>
</tr>
<tr>
<td>Group Persuasive</td>
<td>300pts (Ind.150/Group 150)</td>
</tr>
<tr>
<td>Preparation Materials</td>
<td></td>
</tr>
<tr>
<td>• Notecards</td>
<td>10pts</td>
</tr>
<tr>
<td>• Outline</td>
<td>20pts</td>
</tr>
<tr>
<td>• Reference Sheet</td>
<td>20pts</td>
</tr>
<tr>
<td>• Survey</td>
<td>10pts</td>
</tr>
<tr>
<td>• Minutes</td>
<td>10pts</td>
</tr>
<tr>
<td>• Folder</td>
<td>0pts- but assignment will not be graded without one.</td>
</tr>
</tbody>
</table>
**Mini-Speeches**

<table>
<thead>
<tr>
<th>Speech</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahh Game</td>
<td>20pts</td>
</tr>
<tr>
<td>Intro/Object</td>
<td>20pts</td>
</tr>
<tr>
<td>Birthday Citation</td>
<td>20pts</td>
</tr>
<tr>
<td>Give me the Quarters</td>
<td>20pts</td>
</tr>
<tr>
<td>Special Occasion</td>
<td>20pts</td>
</tr>
</tbody>
</table>

**Course Exams**

<table>
<thead>
<tr>
<th>Exam</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>50pts</td>
</tr>
<tr>
<td>Exam 2</td>
<td>50pts</td>
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<tr>
<td>Exam 3</td>
<td>50pts</td>
</tr>
<tr>
<td>Exam 4</td>
<td>50pts</td>
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</tbody>
</table>

**Total: 1000**

Detailed Speech assignment instructions and preparation material requirements are located in Blackboard.

**CRITERIA FOR GRADING SPEECHES**

(Adapted from National Communication Association standards, www.natcom.org)

**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, and 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:**
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 a = 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 (lack of speech development and/or practice)**

**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 specific 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 this case your classmates). 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 throughout the semester/term.

**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 for research. 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.

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 sources (minimum = TWO CREDIBLE sources!), 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 (at least FOUR CREDIBLE sources/TWO from peer-reviewed scholarly journals).
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.

To earn an 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 (at least SIX CREDIBLE sources/THREE from peer-reviewed, scholarly journals).
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. Minimum number of sources not cited (TWO) and/or 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)
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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</thead>
</table>
| Thursday, January 21 | Course overview  
Meet a Friend Activity  
BB Instructions |
| Tuesday, January 26 | Communication Model: Ch.1  
Communication Anxiety: Ch.1  
Review Mini-Speech Ahh Game |
| Thursday, January 28 | Mini-Speech Ahh Game  
Review YouTube Speech  
Assign speaking days for course |
| Tuesday, February 2 | Building a speech: Ch.9  
Beginning and Ending a Speech: Ch.10 |
| Thursday, February 4 | YouTube Mini  
Review Personal Speech |
| Tuesday, February 9 | Gathering Materials: Ch.7  
Outlining a Speech: Ch.11  
Organizational Speaking Patterns  
Exam 1 Opens (Chapters: 1, 10, 9, & 4) |
| Thursday, February 11 | Listening: Ch.3  
Listening Activity  
Visual Aids: Ch.14 |
| Tuesday, February 16 | Visual & Verbal Aspects of Delivery: Ch.13  
Language  
Exam 1 Closes |
| Thursday, February 18 | This Day in History-Speech- Day 3  
Group Work |
| Tuesday, February 23 | Watch/Analyze Examples of Personal Speech |
| Thursday, February 25 | Personal Speech Day 1 |
| Tuesday, February 28 | Personal Speech Day 2  
Review Informative Speech  
Exam 2 Opens (Chapters: 3, 12, 13, & 14) |
| Thursday, March 3 | Personal Speech Day 3  
This Day in History Review |
| Tuesday, March 8 | Speaking to Inform: Ch.15  
Ethics: Ch.2  
Watch/Analyze Example |
| Thursday, March 10 | Audience Analysis & Topic Selection: Ch.5 & 6  
Assign Groups for Persuasion  
Review Persuasion Speech  
Exam 2 Closes  
March 14-18 No Class-Spring Break |
| Tuesday, March 22 | This Day in History Mini-Speech- Day 1  
Audience Analysis Activity |
| Thursday, March 24 | This Day in History Mini-Speech- Day 2  
Exam 3 Opens (Chapters: 5, 6, 11 & 15) |
| Tuesday, March 29 | Group Presentations Group 3 & 4  
Exam 4 Closes |
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<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Thursday, March 31</td>
<td>Watch/Analyze Informative Example</td>
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<td></td>
<td>Group Work</td>
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<tr>
<td>Tuesday, May 3</td>
<td>Group Presentations Group 5&amp;6</td>
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<td>Last Day of all Classes</td>
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<td>Speech Make-up Day</td>
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<td>Tuesday, April 5</td>
<td>Informative Speech Day 1</td>
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<td></td>
<td>Exam 3 Closes</td>
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<td></td>
<td>Group work</td>
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<tr>
<td>Wednesday, May 4</td>
<td>Reading Day</td>
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<tr>
<td>Thursday, April 7</td>
<td>Informative Speech Day 2</td>
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<td></td>
<td>Group work</td>
</tr>
<tr>
<td>Thursday, May 5</td>
<td>Final Exams start</td>
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<tr>
<td>Thursday, April 12</td>
<td>Informative Speech Day 3</td>
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<td>Group work</td>
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<tr>
<td>Thursday, April 14</td>
<td>Persuasion</td>
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<td>Methods of Persuasion: Ch.17</td>
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<td>Speaking to Persuade: Ch.16</td>
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<tr>
<td>Tuesday, April 19</td>
<td>Group Communication-Perception Checking: Ch.19</td>
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<td>Kony 2012</td>
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<td>Review Quarter Mini-Speech</td>
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<tr>
<td>Thursday, April 21</td>
<td>Quarter Speech</td>
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<td>MLK Speech Analysis</td>
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<tr>
<td>Tuesday, April 26</td>
<td>Group Presentations Group 1&amp;2</td>
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<tr>
<td></td>
<td>Exam 4 Opens (Chapters 2,16,17,&amp;19)</td>
</tr>
<tr>
<td>Thursday, April 28</td>
<td>Group Presentations Group 3&amp;4</td>
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