**Instructor:** Amy Brandt  
**Office Hours:** Please schedule appointment by email  
**Email:** amyjobrandt@yahoo.com  
**Please use this email address**

**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.

**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.

**Attendance/tardiness:** Each time a student misses a class that is not excused, 3 points from the students overall final grade will be deducted. If a student is more than 15 minutes late to class, the student’s attendance will not be recorded. Sickness is a valid excuse only if a doctor’s note is provided and I have been given notice of your absence prior to class. Any valid excuse will need paperwork to back up the excuse.

**Late work and Make-up Exams:** Late work is not accepted without a valid excuse. You will receive a 0 on any assignment that is not done on the assigned date. Sickness is a valid excuse only if a doctor’s note is provided and I have been given notice of your absence prior to class. Any valid excuse will need paperwork to back up the excuse.

**Required Access Code/ebook:** To purchase just the access code or the access code and ebook, sign into the Blackboard course shell, click on Syllabus (link to left in BB) and then the Chapter 1 homework assignment. Follow the prompts for purchase. You can do a two week trial for free, but be sure to purchase prior to the end of the two weeks or all Connect Lucas homework and exams scores will be lost. **WARNING:** Going directly to the Connect Lucas site versus using the links in Blackboard will cause your grades not to sync with the online, Blackboard Gradebook. If this happens, you will receive a ZERO on all assignments in which directions were not followed, so be sure to access Connect Lucas assignments/exams through the Blackboard links only.

**To order the access code, ebook AND a hard bound book (loose leaf),** please go to the following link:  
Note: this option will be a little more expensive with shipping and you will have to use the trial version until it arrives. This option is also available in the university bookstore (on campus).  
**CONNECT LUCAS PROBLEMS:** If you have ANY Connect Lucas problems, you are to call the Connect Lucas helpdesk, first (800) 331-5094. When you call Connect Lucas, 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 Connect Lucas helpdesk for that information.

**BLACKBOARD PROBLEMS:** If you have ANY Blackboard problems, please call the Blackboard helpdesk, first (361) 825-2692 or email ithelp@tamucc.edu. 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.

**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.

**Grades:**

<table>
<thead>
<tr>
<th>Assignment Values</th>
<th>Assignment</th>
<th>Preparation Materials --</th>
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<tbody>
<tr>
<td>Assignment One</td>
<td>50 Group Grade</td>
<td>Per Group</td>
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<tr>
<td>Group Informative</td>
<td>50 Individual Grade</td>
<td>1. Outline (10 pts)</td>
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<td>2. Completed audience</td>
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<td>3. Annotated bibliography (25 pts)</td>
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<td>4. Agendas (10 pts)</td>
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<td>5. Minutes (10 pts)</td>
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<td>6. Timeline (10 pts)</td>
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<td>Assignment Two</td>
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<td>1. Outline (25 pts)</td>
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<td>Persuasive Individual Speech</td>
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<td>2. Completed audience</td>
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<td>surveys (10 pts)</td>
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<td>3. Annotated bibliography (25 pts)</td>
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<tr>
<td>All Preparation Materials</td>
<td>135</td>
<td>Ah Game (10 points)</td>
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<tr>
<td>Mini Speeches</td>
<td>60</td>
<td>PPT/Prezi Intro</td>
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<td>with Object (25 pts)</td>
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<td>Tell a Story/Birthday Speech (25 pts)</td>
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<td>Assigned Textbook Reading</td>
<td>125</td>
<td>5 Exams</td>
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<td>Exams</td>
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<td>T/F &amp; MC</td>
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<td>25 Questions</td>
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<td>1 point each</td>
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<tr>
<td>Online Connect Lucas Homework</td>
<td>190 (19 X 10)</td>
<td>Interactive homework that helps with exams and in-class performances</td>
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Note: if a student does not turn in a bibliography with the group informative AND/OR persuasive speech, he/she will receive a zero on the assignment. Lack of a bibliography = plagiarism.

There 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.

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)

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.

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

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 an annotated bibliography of sources (in APA format), along with your text, in order to get credit for the speech.**

**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 access issues in the classroom or on campus, please contact the Disability Services office for assistance 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. 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.

**Grade Appeals:** 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, [http://cla.tamucc.edu/students/studentinfo.html](http://cla.tamucc.edu/students/studentinfo.html). For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s Office.

**MINI SPEECHES**

**The 'Ah' Game:**
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
- Music
- Crayons
- Dogs
- Fashion
- Cars
- TAMUCC
- Partying

Speakers that successfully speak for one minute without any vocalized pauses will receive the full 10 points. Speakers that make it to 30 seconds without any vocalized pauses will receive five points on this assignment. Speakers that do not make it to the 30 seconds mark will gain experience (which is good), but cannot receive points on this assignment.

**Intro with Object/PowerPoint:**
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 point of this speech, too, is to provide experience in basic speech develop
Proper use of PowerPoint can enhance an effective presentation. Improper use can ruin an otherwise effective speech. Therefore, it is important to learn how to use visuals 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 3 to 5 minutes.**

**WARNING:** Only students that meet all criteria above will receive full credit. Delivery and visuals will be included during the assessment process.

**Template: (Intro with Object)**
Attention Step  
Thesis  
Preview of main points  

I. Two ways you are similar to _________________  

Transition statement  

II. Two ways you are different from _________________  

Review  
Memorable ending  

**Birthday Citation/Tell A Story:**  
The purpose of this mini speech is to allow you the opportunity to practice the process of finding effective supporting material, as well as practicing the process of effectively articulating sources during the presentation.

Your topic for this assignment is the day/date you were born. You must articulate at least THREE sources informing on this topic. You must have one story, one statistic, one direct quotation, as well as information you have paraphrased (put into your own words). You must also include visuals in which you have applied what you have learned from your textbook and/or in-class discussions. Time frame: 3 to 5 minutes. NOTE: you do not have to apply what you learned during the Intro/Object speech (basic speech development). Just focus on the supporting material mentioned above and articulating sources.

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 Group Informative AND persuasive speech. Also, per student request, you can provide information from ANY year... as long as it happened on your birth date.

**PREPARATION MATERIALS**

**Annotated Bibliography Assignment:** Must turn in an annotated bibliography on the day of the speech. Must be Typed! Group Informative and Persuasive Speeches! Students MUST use APA Style in order to get credit for the bibliography. **Sources MUST be cited in the speech to meet the requirements.** (6)
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.

**Outline Assignment:**
**Must be typed!** Must be turned in by the deadline. (Group Informative AND Persuasive Speeches)

Main points and Sub points are fine, but the outline should include complete sentences.

**Sample:**

Topic:
Attn Step:
Central Idea/Thesis:

I. Main Point
   A.
   B.
   C.
Transition Statement:

II. Main Point
    A.
    B.
    C.

Memorable Ending:

**Survey Assignment:**
Develop a survey for your speech and bring a copy for all of your classmates to fill out prior to your major speech. Part of preparation materials for the Group Informative and Persuasive speeches.

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. Remember: audiences pay closest attention to information that is directly related to or relevant to them. We will discuss various ways to appeal to your audience during classroom discussions.

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)?

**GRADED SPEECHES**

*Graded #1 – Group Informative Speech (100 pts)*
Speech Requirements:
You will be required to deliver a group informative speech on a topic that is current in today’s news. The group will need to address why the topic is relevant to the audience, the history of the topic, present issue/importance and future predictions of the topics impact on people, our nation, our city, etc. It is important to stay up to date with news whether it be local or national. For example, the oil fields impact on our economy, the legalization of marijuana, the cancerous health impact of processed meat, the construction of schlitterbahn Corpus Christi, etc. Choose a topic that interests your group. Your goal for this speech is for your audience to become experts on the topic you select.

Specifics:
1. Each speaker should cite at least two CREDIBLE sources during the speech!
2. Project Time: 15 – 20 min (5 points off for every minute under time and 1 point off for every minute over time).
3. Choice of Subject/Audience Analysis: effectively chose a topic and developed it in such a way that it is interesting and suitable to the Target Audience.
4. Delivery of each group member:

Grading of Speech:
Individual Grade (50 Points)
Group Grade (50 Points)

Graded #2 – Persuasive Speech: (150 pts)

Speech Requirements:
You will be required to deliver an individual persuasive speech. You will need to persuade classmates on a topic related, in some way, to your area of study/long-term professional goals. This speech must incorporate methods and strategies of persuasion discussed in class and the textbook. Strategies such as incorporating pathos (emotional appeal) and ethos (logic). Lastly, persuasive speeches must have an action step. What are you persuading us to believe in or do?

Specifics:
Speaker should cite at least six CREDIBLE sources during the speech!
1. Project Time: 15 – 20 min (5 points off for every minute under time and 1 point off for every minute over time).
2. Choice of Subject/Audience Analysis: effectively chose a topic and developed it in such a way that it is interesting and suitable to the Target Audience.
3. Delivery of each group member:
   - 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
Spring 2016 Course Calendar

**Wednesday, January 20th, 2016**
Orientation - Syllabus Review
Communication Anxiety
Communication Model
  - Large-lecture quizzes:
    - Communication Anxiety
    - Communication Model
  - Meet a Friend Activity

**Wednesday, January 27th, 2016**
Communication Climate
Small Group Communication
  - Large-lecture quizzes:
    - Communication Climate
    - Small Group Communication
  - Unit 1 -- Online, Connect Lucas Homework and Exam 1 go offline at midnight (see below for details).

**Wednesday, February 3rd, 2016**
Visual Aspects of Delivery
Visual Aids
Organizing the Speech
  - Large-lecture quizzes:
    - Visual Aspects of Delivery
    - Visual Aids
    - Organizing the Speech
  - Ah Game Mini Speech
  - Unit 2 -- Online, Connect Lucas Homework and Exam 2 go offline at midnight (see below for details).

**Wednesday, February 10th, 2016**
Object/Intro/PPT Mini Speech

**Wednesday, February 17th, 2016**
Verbal/Vocal Aspects of Delivery
Audience Analysis & Topic Selection
Speaking to Inform
Verbal Support
  - Large-lecture quizzes:
    - Verbal/Vocal Aspects of Delivery
    - Audience Analysis & Topic Selection
Speaking to Inform

Verbal Support

- Meet assigned group members. Come with two ideas for the Group Informative Speech
- Take time to get to know your group members
- Develop and sign the group contract
- Have someone take minutes

➤ Unit 3 -- Online, Connect Lucas Homework and Exams 3 & 4 go offline at midnight (see below for details).

Wednesday, February 24th, 2016
Birthday/Tell a Story Mini Speeches in Class

- Discuss topic for Group Informative Speech
- Decide on topic and begin researching

Wednesday, March 2nd, 2016

- Watch/analyze an informative speech
- Narrow/focus topic and begin the outlining process

Group Work: (send to me before the end of class!)
- Finish the outline in preparation for the speech
- Develop speaking outlines
- Practice together!

➤ Unit 4 -- Online, Connect Lucas Homework and Exam 5 go offline at midnight (see below for details).

Wednesday, March 9th, 2016

- Research, Research, Research
- Begin working on Annotated Bibliography
- Pass out class surveys

Group Work: (send to me before the end of class!)
- Finish annotated bibliography
- Practice together!

Wednesday, March 16th, 2016
SPRING BREAK!

Wednesday, March 23rd, 2016

Group 1: Informative Speech

Group 2: Informative Speech
Group 3: Informative Speech

**Wednesday, March 30th, 2016**

Group 4: Informative Speech

Group 5: Informative Speech

Group 6: Informative Speech

**Wednesday, April 6th, 2016**

**Persuasion**

- Large-lecture quizzes: Persuasion
  - WATCH & Analyze: MLK Speech & KONY 2012
  - Discuss Persuasion Assignment
  - Brainstorm topic ideas

**Wednesday, April 13th, 2016**

- Decide on a topic
- Pass out class surveys
- Work on Outline**
- Work on Annotated Bibliography**
- **(send to me before the end of class)

**Wednesday, April 20th, 2016**

Day 1 Persuasion Speeches:

**Wednesday, April 27th, 2016**

Day 2 Persuasion Speeches:

**Wednesday, April 4th, 2016**

Day 3 Persuasion Speeches:

**Wednesday, April 11th, 2016**

Day 4 Persuasion Speeches:
**Online Assignments:**

**CONNECT LUCAS DEADLINES:**

**Unit 1:**
- **Deadline:** Wednesday, January 27th at midnight
- **Connect Lucas Homework:**
  - Chapter 3 Listening
  - Chapter 12 Using Language
  - Chapter 13 Delivery
  - Chapter 19 Speaking in Small Groups
- **Exam 1:** Chapters 3, 12, 13 & 19

**Unit 2:**
- **Deadline:** Wednesday, February 3rd at midnight
- **Connect Lucas Homework:**
  - Chapter 1 Speaking in Public
  - Chapter 4 Giving Your First Speech
  - Chapter 10 Beginning and Ending the Speech
  - Chapter 14 Using Visual Aids
- **Exam 2:** Chapters 1, 4, 10, & 14

**Unit 3:**
- **Deadline:** Wednesday, February 17th at midnight.
- **Connect Lucas Homework:**
  - Chapter 5 Selecting a Topic and Purpose
  - Chapter 6 Analyzing the Audience
  - Chapter 15 Speaking to Inform
  - Chapter 9 Organizing the Body of the Speech
- **Exam 3:** Chapters 5, 6, 15, & 9

**Unit 4:**
- **Deadline:** Wednesday, March 2nd at midnight
- **Connect Lucas Homework:**
  - Chapter 11 Outlining the Speech
  - Chapter 8 Supporting Your Ideas
  - Chapter 2 Ethics and Public speaking
  - Chapter 7 Gathering Materials
- **Exam 4:** Chapters 11, 8, 2 & 7

**Unit 4:**
- **Deadline:** Wednesday, March 2nd at midnight
- **Connect Lucas Homework:**
  - Chapter 16 Speaking to Persuade
  - Chapter 17 Methods of Persuasion
  - Chapter 18 Speaking on Special Occasions
- **Exam 5:** Chapters 16, 17 & 18