Bay Hall 126,  
Tue-Thur 2:00 p.m. – 3:15 p.m.

Ruth Aipperspach, Instructor  
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825-2586  
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OFFICE HOURS:  
Tuesday 12 noon to 1:00 p.m., 3:30 p.m. to 4:00 p.m. or by appointment  
Wednesday 3:00 p.m. to 4:30 p.m.  
Thursday 12 noon to 1:30 p.m., 3:30 p.m. to 4:30 p.m.

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 with a focus on strengthening oral assignment ability in other classes. Satisfies the University core curriculum requirement in oral communication.

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

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 exam, Library search, a Speech Analysis, one Audience analysis, Tweets, 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. Any late assignments will be given a zero grade.

Do not e-mail any assignments. They will not be graded. A 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. 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.
6. There will be NO schedule changes during the week leading up to Thanksgiving and the week after Thanksgiving. All deadlines will be adhered to.
7. SPEECHES include several icebreakers, three major speeches (1) Demonstration (2) Information, (3) Persuasion. All topics must be approved by the Instructor; Do this 1-2 class periods before your Presentation
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. (This is for the three major speeches)
   (b) All speeches will be research based, given extemporaneously, using notecards, and Sources documented MLA style.
   (c) Students will write peer critiques on fellow students for the three major speeches. and adhere to the 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 & Final Exam ........................................... 25%
(3) Critiquing 3 major speeches, Library Search; 1 Audience Analysis
    1 Written Speaker Analysis; 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 and other electronic devices at the beginning of every class and put them out of sight. 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 speech grade.

(2) 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.

(3) Anyone using a Laptop or a Tablet must sit close to the front row to avoid distractions. Laptops are for reading the textbook on-line, and/or taking Lecture notes only. Please inform the Instructor.

(4) During exams, turn off all cell phones and/or other electronic devices and put them Out of sight. If anyone uses a cell phone or another device 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.

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.

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
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.

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 course with an automatic grade of “W”.

GRADE APPEALS PROCESS: Students who feel that they have 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. 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/about/student-resources.html). For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean.

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.

***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 in my office in Bay Hall, 222-B.
PART I  INTRODUCTION TO COURSE:

Week 1
Aug 25  R  Introduction to Public speaking (ch. 1)
           Delivery (ch. 13)

PART II:  INFORMATION SPEECH  PREPARATION

Week 2
Aug 30  T  60-90 sec. Introduction speech about you (ALL STUDENTS)
           Topic selection (ch. 5)  Audiences (ch. 6)

Sept.1  R  Introduction to Information Speeches  Sources (ch. 7) Ethics (ch2)
           Introduce 1920s speech with source using microfiche & microfilm resources

Week 3
Sept.6  T  **Test # I  (ch. 1,2, 13)  (Blue Book)
           Guidelines for 5-8 min. Demonstration Speech (ch. 15 pp 286-287
           Sign up for Demonstration Speech

Sept. 8  R  Begin 2-3 min. 1920s speech with source (13 students)
           Sources, Visual Aids (ch.14)
           Hand out Topic Declaration Page.

Week 4
Sept.13  T  Finish 2-3 min 1920s speech  (12 students)
           In-class assignments

Sept. 15  R  Demonstration Speech (5-8 min)  8 students) + Topic Declaration Page in
           your folder(7

Week 5
Sep 20  T  Demonstration Speech (5-8 min)  (8 students) + Topic Declaration Page in
           your folder

Sept 22  R  Demonstration Speech (5-8 min)  (8 students) + Topic Declaration
           Begin introduction to Information Speech (ch. 15)
**Test II** (ch. 5-6) *(Blue Book)*
Information speech preparation and organization

Sept. 29 R : ORGANIZATION: Outlines, Introductions, Conclusions (ch 9,10,11)
Explain Library Search (See p 135) -- due Week 7
Students sign up for Information Speech Schedule

**Test III** (ch. 7,8,9) – *Blue Book*
Bring your Library Search Sheet (pp159=161)
Students learn how to cite sources in a speech. *(Lucas ch. 7-8, pp. 159-161)*

**Information speech** (5-8 min) + Topic Declaration Page in folder.
(7 students) Optional: May use 2 slides in the speech (no video)

**Information Speech** (5-8 min) + Topic Declaration in folder (7 students)
Optional: May use 2 slides in the speech (no video)

**Information Speech** (5-8 min). + Topic Declaration Page in folder (6 students)
Optional: May use 2 slides in the speech (No video)

**Information Speech** (5-8 min) + Topic Declaration Page in folder (5 students)
Optional: May use 2 slides in the speech (no video)

**PART III** PERSUASION SPEECH PREPARATION

**Begin introduction to Persuasion & Topic selection**. (ch. 16-17)
Assign in-class Persuasive Audience Analysis Survey (pp. 111-113)

For next class: All students give Persuasive Audience Analysis to 7 students and one copy for the Instructor. Discuss criteria to tabulate responses (See Lucas pp.111-113)

Work on Audience Analysis Survey, explain tabulation (P. 111-113)
Persuasion patterns & strategies (ch. 16-17)
Week 11  
Nov 1  T  Visual Aids (ch. 14) & PowerPoint guidelines pp. 271-276  
Assign Speaker Analysis written assignment (see handout)  
Sign up for Persuasion Speech  
Nov 3  R  Complete Audience Analysis Survey  
Students work on presentations and preparation  
In-class assignments Fallacies (ch. 17)  

Week 12  
Nov 8  T  Persuasive speech preparation & in-class assignment; (Read speech)  
Nov 10  R  **Persuasive Speech + visual aid; (5-8 min) + Topic Declaration Page**  
+ audience analysis results in folder (6 students)  

Week 13  
Nov 15  T  **Persuasive Speech + visual aid; (5-8 min) + Topic Declaration Page**  
+ audience analysis results in folder (7 students)  
Nov 17  R  **Persuasive Speech + visual aid** (5-8 min). + Topic Declaration Page  
+ Audience Analysis results in folder (6 students)  

Week 14  
Nov 22  T  **READING DAY – No class**  
Nov 24  R  **THANKSGIVING DAY – No class**  

Week 15  
Nov 29  T  **Persuasive Speech, + visual aid** (5-8 min) + Topic Declaration Page  
+ audience analysis results in folder (6 students)  
Dec 1  R  Written Speaker Analysis due at the beginning of class  
In class assignment  

Week 16  
Dec 6  T  Last class Day : (Special Speeches (in-class assignment )  

May ??  
**Final Exam (TBA)** Blue Book Exam  
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**  

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.
SPEECHES (50%)

Introduction Speech (20) _____
1920s speech + source (30) _____

DEMONSTRATION SPEECH (100) _____
- Topic Declaration, steps & 2 sources (10) ____

INFORMATION SPEECH
- Topic Declaration, main points & 3 sources (10) ____
- Speech (100) ____
***Optional: 2 slides (10) ______ (factored in only if used in the speech)

PERSUASION SPEECH
- Topic Declaration, main points & 3 sources (10) ____
- Visual Aid(s) (20) _____
- Speech (100) _____

SPECIAL SPEECHES (20) _____

IN-CLASS / OUT OF CLASS ASSIGNMENTS (25 %)

Critique grade (Dem.speech) (6) _____
Critique grade (Inf. Speech) (6) _____
Critique grade (Pers. Speech) (6) _____
Library Search (25) _____
Persuasive Audience Analysis (25) _____

Written Speaker Analyses
(1) in-class (10) _____
(2) outside of class analysis (30) _____

4 Tweets @ 5 pts each (20) _____
Dress Code – Demonstration (3) _____
Dress Code – Information (3) _____
Dress Code – Persuasion (3) _____

EXAMS (25 %)
Exam #1 _____ / 50
Exam #2 _____ / 40
Exam #3 _____ / 40
Final Exam _____ / 100

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 + your name to @writecomNews

3. Send one tweet in September, one in October, one in November, and December’s tweet by the last class meeting.

Make sure that this twitter address is used only by students in COMM 1315.003 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.