COMM-1315_004  PUBLIC SPEAKING  Spring, 2017,

IH 162  
Tuesday- Thursday, 2:00 p.m. to 3:15 p.m..

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

OFFICE HOURS: .  .  .  or by appointment
Tuesday:  11:30 a.m. to 12:30 p.m.; 3:30 p.m. to 4:00 p.m. .  
Wednesday  3:00 p.m. – 4:30 p.m.  
Thursday  11:30 a.m. to 12:30 p.m.  3:30 p.m. to 4:30 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

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, written Speech Analysis, 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. 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 Break. 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 include several icebreakers, 3 major speeches: (1) Demonstration (2) Information and (3) Persuasion
   **All topics must be approved by the Instructor. Do this 1-2 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 for the 3 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 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 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 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 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.
(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 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”.

GRADE APPEALS: As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, 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 Procedure 13.02.99.C2.01, Student Grade Appeal Procedures (available at http://academicaffaors.tamucc.edu/rules_procedures/assets/13.02.99.C2.01_student_grade_appeal_procedure.pdf). 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’s Office.

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
Jan 19 R  Introduction to Speaking in Public Speaking (ch. 1)
          Delivery (ch. 13)

PART II: INFORMATION SPEECH PREPARATION

Week 2
Jan 24 T  ** 60-90 sec. speech to tell us something about you (ALL STUDENTS)  
          Audiences (ch. 6)  Ethics (ch.2)  
          Information Speeches and organization

Jan 26 R  Introduction to Information Speeches  
          Topic selection (ch. 5)  
          Introduce 1920s speech with source using microfiche or microroll resources

Week 3
Jan 31 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

Feb 2 R  Begin 2-3 min. 1920s speech with source (12 students)  
          Guidelines for 5-8 min. Demonstration Speech, sources (pp286-297)  
          Visual aids ch. 14  
          Hand out Topic Declaration Page

Week 4
Feb 7 T  Finish 2-3 min. 1920s speech (13 students)  
          In class assignments

Feb 9 R  Demonstration Speech (5-8 min) (6 students) + Topic Declaration Page in your folder

Week 5
Feb 14 T  Demonstration Speech (5-8 min) (6 students)  
          + Topic Declaration Page in your folder

Feb 16 R  Demonstration Speech (5-8 min) (7 students)  
          + Topic Declaration Page in your folder
Week 6  
Feb 21 T  
Demonstration Speech (5-8 min)  (6 students)  
+ Topic Declaration Page in your folder  
Introduction to Information speech (ch. 15)  

Feb 23 R  
TEST II (ch. 5-6 -- Blue Book)  
ORGANIZATION:  Outlines, Introductions, Conclusions, Transitions (ch. 9, 10, 11)  
Explain Library Search (See p. 135)  (due week 7)  

Week 7  
Feb 28 T  
Information speech preparation – work on outline assignments  
Students sign up for Information Speech schedule  

Mar 2 R  
Bring your  Library Search Sheet (pp 159-161)  
Students learn how to cite sources in speech.  
(Lucas ch. 7-8, pp. 159-161)  

Week 8  
Mar 7 T  
TEST III (ch. 7, 8, 9)  Blue Book  
Information preparation and Visual Aids (ch. 14)  

Mar 9 R  
Information speech (optional with 2 slides: no video) )  (5-8 min)  
+ Topic Declaration Page in folder  (6 students)  

------------------------SPRING BREAK – no classes March 14-16

Week 9  
Mar 21 T  
Information speech (optional with 2 slides: no video)  5-8 min  
+ Topic Declaration Page in folder  (6 students)  

Mar 23 R  
Information speech (optional with 2 slides: no video)  
+ Topic Declaration Page in folder  (7 students)  

Week 10  
Mar 28 T  
Information speech (optional with 2 slides; no video)  5-8 min.  
+ Topic Declaration Page in folder  (6 students)  

PART III PERSUASIVE SPEECH PREPARATION

Mar 30 R  
Begin introduction to Persuasion & topic selection (ch. 16-17)  
Assign in-class Persuasive Audience Analysis Survey;  p. 111-113  
For next class, all students give Survey to 7 students and one copy for the Instructor. Discuss criteria and tabulation  (Lucas p. 111-113)
Week 11
Apr 4 T  Work on Audience Analysis, explain tabulation.
Persuasive patterns and strategy (ch. 16-17)
Visual Aids (ch. 14) & PowerPoint guidelines pp. 271-276
Sign up for Persuasion Speech schedule

Apr 6 R  Complete Audience Analysis.
Work on presentations and preparation
Go through Fallacies and reasoning (ch. 17)
Assign written Speaker Analysis (see handout)

Week 12
Apr 11 T  Persuasion: in-class assignments and preparation for speech
Read speech and analyze it

Apr 13 R  In-class preparation

Week 13
Apr 18 T  **Persuasive Speech + visual aid** (5-8 min) (7 students)
+ Topic Declaration Page
+ Audience Analysis results in folder

Apr 20 R  **Persuasive Speech + visual aid** (5-8 min) (6 students)
+ Topic Declaration Page
+ Audience Analysis results in folder

Week 14
Apr 25 T  **Persuasive Speech + visual aid** (5-8 min) (6 students)
+ Topic Declaration Page
+ Audience Analysis results in folder

Apr 27 R  **Persuasive Speech + visual aid** (5-8 min) (6 students)
+ Topic Declaration Page
+ Audience Analysis results in folder

Week 15
May 2  T  Last class day  Special speeches (in class assignment)

Week 16
May 9  Final Exam  (1:45 p.m. to 4:15 p.m.)  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)
Twitter assignment:

@writecomNews

Students will send 4 tweets this semester to fulfill requirements for this course. Each tweet will consist of a short quotation + 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 February, one in March, one in April, and May’s tweet by the last class meeting.

Make sure that this twitter address is used only by students in COMM-1315_004 PUBLIC SPEAKING for this assignment. It is not to be used for general questions on other assignments in this class. Use Instructor email ruth.aiperspach@tamucc.edu for any questions you have.
### SPEECHES (50%)

<table>
<thead>
<tr>
<th>Speech Type</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction Speech</td>
<td>20</td>
</tr>
<tr>
<td>1920s speech + source</td>
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<tr>
<td>Mini speech</td>
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<td><strong>DEMONSTRATION SPEECH</strong></td>
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<td>- Topic Declaration</td>
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<tr>
<td><strong>INFORMATION SPEECH</strong></td>
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<tr>
<td>- Topic Declaration</td>
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<tr>
<td>- Speech</td>
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<tr>
<td><strong>PERSUASION SPEECH</strong></td>
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<tr>
<td>- Topic Declaration</td>
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<tr>
<td>- Speech</td>
<td>100</td>
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<tr>
<td>- Visual Aid(s)</td>
<td>20</td>
</tr>
<tr>
<td><strong>SPECIAL SPEECHES</strong></td>
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### IN-CLASS / OUT OF CLASS ASSIGNMENTS (25%)

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critique grade (Dem. Speech)</td>
<td>6</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>
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<tr>
<td><strong>EXAMS (25%)</strong></td>
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</tr>
<tr>
<td>Exam #1</td>
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<tr>
<td>Exam #2</td>
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<td>Exam #3</td>
<td>/ 40</td>
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<tr>
<td>Final Exam</td>
<td>/ 100</td>
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<td>Dress Code – Demonstration</td>
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<tr>
<td>Dress Code – Information</td>
<td>3</td>
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<tr>
<td>Dress Code – Persuasion</td>
<td>3</td>
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<tr>
<td>Written Speaker Analysis:</td>
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<tr>
<td>(1) in-class critique</td>
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<tr>
<td>(2) outside critique</td>
<td>30</td>
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<tr>
<td>4 Tweets @ 5 pts each</td>
<td>20</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.