COMM-1315_003  
PUBLIC SPEAKING  
Fall, 2017

CS 115  
M-W  3:30 p.m. to 4:45 p.m.

Ruth Aipperspach, Instructor  
Bay Hall 222-B  
825-2586  
Ruth.aiperspach@tamucc.edu

OFFICE HOURS:

Tuesday      TBA
Wednesday    2:30 p.m. to 3:30 p.m.
Thursday     TBA

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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 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, 1920s USA Speech, 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 (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. (for the three major speeches). Dress is important in all speech situations.
(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.

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 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 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: As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedure, 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 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://academicaffairs.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

PUBLIC SPEAKING SYLLABUS

PART I  INTRODUCTION TO COURSE:

Week 1
Aug 28  M  Introduction to Public Speaking (ch. 1)

Aug 30  W  60-90 sec. Introduction speech about you (ALL STUDENTS)
            Delivery (ch. 13)

PART II: INFORMATION SPEECH PREPARATION

Week 2
Sept 4  M  LABOR DAY --------- No class-

Sept 6  W  Audiences (ch. 6) Ethics (ch. 2)

Week 3
Sept 11 M  Introduction to Information Speeches, topic selection (ch. 5)
            Introduce 1920s USA speech with source using microfiche & microfilm resources

Sept. 13 W  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

Week 4
Sept 18 M  Begin 2-3 min. 1920s USA speech with source (12 students)
            Sources, Visual Aids (ch.14) Hand out Topic Declaration Page
<table>
<thead>
<tr>
<th>Week 5</th>
<th>Sept 20 W</th>
<th><strong>Finish 2-3 min 1920s USA speech</strong>  (13 students)</th>
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<tbody>
<tr>
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<td>Sept 25 M</td>
<td>In-class assignments</td>
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<td>Sept 27 W</td>
<td><strong>Demonstration Speech (5-8 min)</strong>  (6 students) + Topic Declaration Page in your folder</td>
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<td>Week 6</td>
<td>Oct. 2 M</td>
<td><strong>Demonstration Speech (5-8 min)</strong>  (6 students) + Topic Declaration</td>
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<td>Oct 4 W</td>
<td><strong>Demonstration Speech 5-9 min (7 students) + Topic Declaration Page in your folder</strong></td>
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<td>Week 7</td>
<td>Oct 9 M</td>
<td><strong>Demonstration Speech 5-8 min. (6 students + Topic Declaration Page in your folder.</strong></td>
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<td>Introduction to Information Speeches (ch. 15)</td>
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<td></td>
<td>Oct 11 W</td>
<td><strong>TEST II (ch. 5 and 6)</strong> ((Blue Book))</td>
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<td>ORGANIZATION: Outlines, Introductions, Conclusions (ch. 9, 10,11)</td>
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<td>Information speech preparation</td>
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<td>Explain Library Search (see p. 135) – due Week 8</td>
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<td>Week 8</td>
<td>Oct 16 M</td>
<td>Information speech preparation – work on outline assignment</td>
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<td>Students sign up for Information Speech schedule.</td>
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<td>Oct 18 W</td>
<td><strong>Bring your Library Search Sheet (pp159-161)</strong></td>
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<td>Students learn how to cite sources in a speech. (Lucas ch. 7-8, pp. 159-161)</td>
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<td>Week 9</td>
<td>Oct 23 M</td>
<td><strong>TEST III (CH. 7, 8, 9)</strong> (Blue Book)</td>
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<td></td>
<td>Information preparation and Visual Aids (ch. 14)</td>
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</table>
Information Speech (5-8 min) + Topic Declaration Page in folder (6 students)
Optional: May use 2 slides in the speech (no video)

Week 10
Oct 30 M  Information Speech (5-8 min). + Topic Declaration Page in folder (7 students)
Optional: May use 2 slides in the speech (No video)

Nov 1 W  Information Speech (5-8 min) + Topic Declaration Page in folder (6 students)
Optional: May use 2 slides in the speech (no video)

Week 11
Nov 6 M  Information Speech (5-8 min.) + Topic Declaration Page in folder (6 students)
Optional: May use 2 slides in the speech (no video)

PART III  PERSUASION SPEECH PREPARATION

Nov 8 W  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)

Week 12
Nov. 13 M  Work on Audience Analysis Survey, explain tabulation (p.111-113)
Persuasion patterns and strategies (ch. 16-17)
Visual Aids (ch. 14) & PowerPoint guidelines pp. 271-276
Sign up for Persuasion Speech

Nov. 15 W  Complete Audience Analysis Survey
Students work on presentations and preparation
***Assign Speaker Analysis written assignment (see handout)
In-class assignments Fallacies (ch. 17)

Week 13
Nov. 20 M  Persuasive speech preparation & in-class analysis of speech; (Read speech)

Nov. 22 W  No class — (Thanksgiving Break)
Week 14
Nov 27 M  **Persuasive Speech + visual aid** (5-8 min) + Topic Declaration Page + audience analysis results (6 students)

Nov. 29 W  **Persuasive Speech +visual aid** (5-8min) +Topic Declaration Page + audience analysis results (7 students)

Week 15
Dec 4 M  **Persuasive Speech +visual aid** (5-8 min) +Topic Declaration Page + audience analysis results (7 students)
**Written Speaker Analysis due at the beginning of class**

Dec 6 W  **Last Class Day**
**Persuasive Speech + visual aid** (5-8 min) + Topic Declaration Page + audience analysis results (5 students)

Dec. 13  **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**

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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.

Note: No speeches will be given dealing with politics, videogames, gaming or computers.
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)_____

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

Critique grade (Dem.speech) (8)_____
Critique grade (Inf. Speech) (8)_____
Critique grade (Pers. Speech) (8)_____
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)_____
EXAMS (25 %)
Exam #1 ____/50
Exam #2 ____/40
Exam #3 ____ /50
Final Exam ____ / 100

Dress Code – Demonstration (3)_____
Dress Code – Information (3)_____
Dress Code – Persuasion (3)_____

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 1, 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.