COMM-2335_001  PRESENTATIONAL COMMUNICATION  Fall, 2018

Bay Hall 126  
Monday, 7:00 p.m. to 9:30 p.m.

Ruth Aipperspach, Instructor  
Office: Bay Hall, Room 222-B  
Ruth.aipperspach@tamucc.edu  
361-825-2586

OFFICE HOURS:  
Monday 4:00 p.m. to 5:00 p.m. or by appointment  
Tuesday: 2:30 p.m. to 4:00 p.m.  
Wednesday 3:00 p.m. to 4:30 p.m.  
Thursday 2:30 p.m. to 3:30 p.m.

COURSE DESCRIPTION:  Advanced study of the principles and methods of formal presentations for various purposes and audiences to further develop students into effective communicators. Course assignments will include various special occasion speeches, dynamic instructional speeches, extemporaneous speaking, creation of effective visual aids, and a group community action presentation. Research, composition, organization, and delivery of speeches are critical to oral presentations.

COURSE MATERIALS:  
Gunn, Joshua. Speech Craft. Bedford St. Martins/MacMillan Learning, 2018  
Boston, MA  
Notecards (3x5 or 4x6)  
1 Blue Book for exams & ink pen TBA  
1 folder with pockets & name on the front cover

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 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 presentational communication for specific communities.  
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 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 assignments, exams, 
   A written Speech 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 email assignments to me. They will not be graded. Hard copy must be turned in on the due date.
4. ON SCHEDULED MAJOR SPEECH DAYS, students will sign up in advance, so there will be no make-up presentations other than for emergencies. Give documentation 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 Thanksgiving and the week after Thanksgiving. 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. All topics must be approved by the Instructor. Do this 1-2 periods before your Presentation.
   (a) a one-minute ‘grace’ period exceeding the time limit is allowed;
      Otherwise 5 pts will be deducted from the speech grade;
      Similarly 5 pt deduction if the minimum time limit is not met.
   (b) All speeches will be researched and documented MLA Style. Speeches will be given Extemporaneously using notecards (See Speech Handouts)
   (c) Students will write peer critiques on fellow students for the presentations;
   (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%
3. Critiquing speeches, 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 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.
(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 or other electronic devices and put them out of sight.** If anyone uses a cell phone or other equipment 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.

Definition: In an instructional setting, plagiarism occurs when a writer deliberately uses someone else’s language, ideas, or other original (not common-knowledge) material without acknowledging its source. Plagiarism is a violation academic expectations, but it is sometimes difficult to understand what plagiarism actually is. Often students commit unintentional plagiarism (not citing sources properly, for example) because they are unaware of the standards that apply. Plagiarism includes:
.. Using the wroking of another as your own,
.. Downloading or purchasing ready-made essays off the web and using them as your own,
.. Using resource materials without correct documentation,
Using the organization or language of a source without using quote marks and proper citation.
.. Turning in a researched project without citing sources in an appropriate documentation style.

When you are confused about citation of quotes or ideas, please visit the Writing Center or me to get help. Information on MLA documentation rules and AP documentation rules is available at Purdue University’s OWL: [http://owl.english.purdue.edu/](http://owl.english.purdue.edu/) and our local Writing Center at CASA.
CLASSEEH/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, 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 please contact 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 your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. 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 9, 2018 is the last day to drop a class with an automatic grade of “W”.

GRADED APPEAL PROCESS: As stated in University Procedure 13.02.99.C2.03, Student Grade Appeals, 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.C2.03, Student Grade Appeals. These documents are accessible online at:
http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.00.C0.03_student_grades_appeals.pdf. For assistance and/or guidance in the grade appeal process students may contact the Associate Dean’s office in the college in which the course is taught. For complete details on the process of submitting a formal grade appeal in CLA, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html.

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.

周 1
Aug 27 M  Introduction and explanation of the course e. (ch. 1)
Delivery
Non-verbal gestures a (ch. 10)  Guidelines for Introductory speech

Sept. 3  Labor Day ---- no class

周 2
Sept 10 M  60-90 sec.informal Introduction speech (All Students)
Audiences  (ch. 3)
In-class assignments
Guidelines for 1920sUSA speech with source from microfiche or microfilm

周 3
Sept 17 M  Topics,( ch. 4)  Sources integrated into presentations
in-class assignments
Toast  (p. 20, 265, 321-322)
Week 4  
Sept. 24 M  **1920sUSA Speech** with source  (3-6 min).(All students)

Week 5  
Oct 1 M  Introduction to Tribute Speech & look at examples  
Discuss organization, transitions, outlines (ch. 5, 7, 13)  
Sign up

Week 6  
Oct 8 M  , Introductions, Conclusions, (ch. 8)  
Students learn how to cite sources in speech  
In-class assignments

Week 7  
Oct 15 M  **Inspirational: TRIBUTE SPEECH** (4-6 min) + Topic Declaration Page  
(Half the class)

Week 8  
Oct 22 M  **Inspirational: TRIBUTE SPEECH** (4-6 min.) + Topic Declaration Page  
(half the class)  
Visual Aids integration (ch. 11)  
Guidelines for Instructional Speech + discussion

Week 9  
Oct 29 MT  Mid term exam – TBA  (census.gov)  
Visual Aids integration & sources

Week 10  
Nov 5  **Informative: INSTRUCTIONAL SPEECH** + Topic Declaration Page  
(6-10 min) with visual aids  (half the class)  
Introduce Group Community Project  
Guidelines for Ceremonial Speech

Week 11  
Nov 12 M  **Informative: INSTRUCTIONAL SPEECH** + Topic Declaration Page  
(6-10 min) with visual aids  (half the class)  
Analyze Ceremonial Speech - emphasis on language and structure

Week 12  
Nov 19 M  **In class written analysis of a speech. Instructor to give details.**
Week 13
Nov. 26 M  Inspirational **CEREMONIAL SPEECH**  (3-5 min)  (All students)

Week 14
Dec. 3 M  Last class day  Group Project TBA.  Students to critique speakers in both Sessions

Week 15
May 10 M  **Final Exam**  *(7:15 p.m. to 9:45 p.m.)*  –Finish Group Projects TBA
(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.

**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**
Twitter Assignment:
@writecomNews

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 plus your name to @writecomNews

3. Send one tweet in September, October, and two in November. To:

   @writecomNews

Make sure that this twitter address is used only by students in COMM-2335_001 PRESENTATIONAL COMMUNICATION 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.

“Prepare your mind and heart before you prepare your speech. What we say may be less important than how we say it.” Stephen Covey, writer and educator

Recommended visual aid websites include:
Pew Research Center
Bureau of Labor and Statistics
Census.gov
**SPEECHES (50%)**

<table>
<thead>
<tr>
<th>Speech Type</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>1920s USA SPEECH + source</td>
<td>(30)</td>
</tr>
<tr>
<td>TRIBUTE Speech**</td>
<td>(50)</td>
</tr>
<tr>
<td>Topic Declaration Page</td>
<td>(10)</td>
</tr>
<tr>
<td>INSTRUCTIONAL SPEECH**</td>
<td>(100)</td>
</tr>
<tr>
<td>Topic Declaration Page</td>
<td>(10)</td>
</tr>
<tr>
<td>Visual Aids</td>
<td>(20)</td>
</tr>
<tr>
<td>CEREMONIAL SPEECH**</td>
<td>(50)</td>
</tr>
<tr>
<td>Speech</td>
<td></td>
</tr>
<tr>
<td>Topic Declaration</td>
<td>(10)</td>
</tr>
<tr>
<td>Written copy of speech</td>
<td>(15)</td>
</tr>
<tr>
<td>Presenting an Award</td>
<td>(20)</td>
</tr>
<tr>
<td>Acceptance Speech</td>
<td>(10)</td>
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**IN CLASS / OUT OF CLASS ASSIGNMENTS (25%)**

<table>
<thead>
<tr>
<th>Assignment Type</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critique grade</td>
<td>(6)</td>
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<tr>
<td>Critique grade</td>
<td>(6)</td>
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<tr>
<td>Critique grade</td>
<td>(6)</td>
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<tr>
<td>Critique grade (Final Exam)</td>
<td>(6)</td>
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**EXAMS (25%)**

<table>
<thead>
<tr>
<th>Exam Type</th>
<th>Grade</th>
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<tbody>
<tr>
<td>Mid term Exam</td>
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<tr>
<td>Final Exam</td>
<td>100</td>
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<tr>
<td>(Group Project)</td>
<td></td>
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</tbody>
</table>

4 Tweets @ 5 pts each

Dress Code

1 Written Speaker Analysis

Refer to Syllabus for consequences of not participating in any speech presentations, Final Exam, or turning in assignments on the due date.