

**PUBLIC SPEAKING (COMM 230)**  
**Spring 2014**

**Instructor: Dr. Arthur W. Hunt III**

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**Martin Address: 305D Gooch Hall**

**Office Hours: Monday (Parsons) 9:30-10:00 a.m.; 12:45-1:15 p.m.**

**Monday (Jackson) 5:30-6:00 p.m.; 8:45-9:15 p.m.**

**Catalog Course Description**

Communications 230 Public Speaking (3 hrs.): Study and application of basic communication theory in the preparation and delivery of extemporaneous informative and persuasive speeches and in critical listening. Prerequisite: Minimum grade of C in English 111.

**Required Text and Materials**

1. Text: *The Art of Public Speaking*, Stephen E. Lucas, 11<sup>th</sup> ed., McGraw Hill.
2. Course Materials Packet
3. Three ring binder for Materials Packet
4. Packet of 9"x12" envelopes
5. 4x6 lined note cards (200)

**Course Objectives/Student Outcomes**

1. To understand the theoretical dynamics of speech communication.
2. To overcome speech anxiety.
3. To understand the process of preparing and delivering speeches based on the *five canons of rhetoric*: invention, arrangement, style, memory, and delivery.
4. To effectively prepare and deliver five speeches: sales, demonstration, informative, persuasive, and commemorative.
5. To utilize three types of delivery styles: extemporaneous (primary), manuscript and impromptu (secondary).
6. To practice critical listening skills to assess student speeches.

**Attendance Policy**

1. Training associated with Public Speaking is best accomplished face-to-face with students and instructor being in the same room. Therefore, class attendance is not only important, but required.
2. If a student misses more than two weeks of class a full letter grade will be deducted from his/her final grade. For each week thereafter an additional letter grade will be deducted for each week missed.

3. Only college activities (athletic participation and field trips) and military service will not count as an absence. In these cases, physical documentation from a coach, instructor, or military supervisor must be provided.
4. If you have an extended illness you should consider a medical withdrawal. I do not need a doctor's note if you miss class due to illness.
5. If absent the student is responsible to find out what they missed in class from another student. Lecture notes are not posted electronically.
6. When there is bad weather, check the UTM Website to see if the campus is open or closed. If the campus is open the instructor will be there, and you should use your best judgment whether or not to come.
7. Being excessively tardy to class (e.g. more than ten minutes) will constitute an absence. Likewise, so will leaving excessive early (e.g. more than ten minutes).
8. As a general rule, if you are well enough to attend class on the day you are supposed to give a speech, then you are well enough to perform. An absence on the day a performance is scheduled lowers the speech grade two levels (e.g. B to a D).
9. If a student is scheduled to give a speech and yet is unprepared on the day of his/her performance then the speech will be lowered two levels (e.g. B to a D). The instructor will consider each case to determine the legitimacy of a late speech. These are poor excuses: "My alarm clock didn't go off." "The printer was broken." "I had to work." "I don't feel well." (There is a difference between not feeling well, and actually being *sick*.)
10. If absent, a student should be prepared to hand in any written work which was due the previous class day and/or perform a previously scheduled speech on the day they return to class.
11. Students that have signed-up for a particular day have performance priority (they go first) over students not originally scheduled for that day.

### **Grading Percentages**

Speech 1 Sales Presentation (5%)

Speech 2 Demonstration (15%)

Speech 3 Informative (20%)

Speech 4 Persuasive (20%)

Speech 5 Commemorative (15%)

Participation, Exercises, Grab Bag Impromptu, and Quizzes (15% total)

Final Exam (10%)

**Total 100%**

### Grading Scale for Speeches

100 – 97	(A+)	79 – 77	(C+)
96 – 93	(A)	76 – 73	(C)
92 – 90	(A-)	72 – 70	(C-)
89 – 87	(B+)	69 – 67	(D+)
86 – 83	(B)	66 – 60	(D)
82 – 80	(B-)	59 – 0	(F)

### Other Grading Policies

Speech Grade Ratio: Performance Average (70%) Non-Performance Average (30%)

Timed speeches will be docked one level (e.g. B to B-) every 30 seconds over or under the assigned time limit. Here is how the docking would work for a 5 to 8 minute speech:

4:00 – 4:30	4:30 – 5:00	5:00 – 8:00	8:00 – 8:30	8:30 – 9:00
Grade: C	Grade: C+	Grade Earned	Grade: C+	Grade: C
		B-		

### Grading Criteria

*Average work* meets the following criteria:

1. Conforms to the genre of speech assigned (informative, persuasive, etc.).
2. Speech is given *on* time and is *in* time limits.
3. All written work is completed as assigned.
4. Performance shows reasonable unity of thought and organization, directness, and competency.
5. Performance is free of serious distractions (clutter, errors in grammar, pronunciation, and word usage.)

*Above average work* meets the following criteria:

1. Meets and exceeds all requirements of an average performance.
2. Speaker demonstrates proficiency in organization and oral delivery.
3. Performance is free of notable distractions (clutter, errors in grammar, pronunciation, and word usage.)

*Excellent work* meets the following criteria:

1. Meets and exceeds all requirements of an above average performance.
2. Topic is fresh and original.
3. The speech makes a genuine contribution to the knowledge of the speaker and audience.
4. The speech's organization and delivery is exceptional in that it is polished and captivating to the audience.
5. Language choice is vivid and/or compelling.

*Below average* work (D) falls short of average work in one or two areas. *Failing* work (F) is seriously deficient of the average work criteria. The criteria above are derived in part from Stephen Lucas, *The Art of Public Speaking*, 1992.

### **Major Speech Projects**

**Speech #1:** Sales Presentation using Monroe's Motivated Sequence. Length: \_\_\_\_ - \_\_\_\_ minutes. Sales object and one 4x6 card for speaking notes required.

**Speech #2:** Demonstration Speech using a chronological or topical/chronological order. Length: \_\_\_\_ - \_\_\_\_ minutes. Visual aids (e.g. objects), two 4x6 cards for speaking notes, outline required. PowerPoint is not permissible.

**Speech #3:** Informative Speech using an appropriate speech order (e.g. topical, chronological, spatial, problem-solution, causal). Length: \_\_\_\_ - \_\_\_\_ minutes. Visual aids, three to seven 4x6 cards for speaking notes, outline, and MLA style bibliography required. A lectern may be used. Business attire is required. PowerPoint is permissible.

**Speech #4:** Persuasive Speech using an appropriate speech order (e.g. problem-solution, causal, list of reasons, motivated sequence, criteria satisfaction, comparative advantages). Length: \_\_\_\_ - \_\_\_\_ minutes. Three to seven 4x6 cards or both sides of a folded 8½"x11" sheet for speaking notes, outline, and MLA style bibliography required. A lectern will be used. Visual aids are optional. PowerPoint is permissible.

**Speech #5:** Commemorative Speech using an appropriate speech order (e.g. topical or chronological) Students will use a marked manuscript delivery style. Length: 500-700 words. A lectern will be used. A thematic visual aid of subject and speech title is required. No other visual aids are needed.

### **Speech Topics**

Deciding on a speech topic can sometimes be difficult for students; therefore, time needs to be given in making the appropriate topic choice. The instructor approves speech topics ahead of time on the announced dates, and students who delay their topic choice may have points deducted from the speech assignment.

### **Final Exam**

The final exam is comprehensive. Typically, the exam covers both lecture and textbook reading. **Students must take the exam on the day and time it is scheduled.**

### **Quizzes**

Pop quizzes are given at the beginning of class after an assigned reading. Typically, these quizzes consist of four to five questions (true and false, multiple choice, or short answer). If absent, quizzes can only be made up by providing a one paged, single-spaced, full sentence chapter outline for the chapter(s) quizzed over two class days past the quiz date. Quizzes cannot be made up if tardy to class.

### **Hard and Electronic Copies**

All written work is to be submitted as hard copy. **Do not** send the instructor written assignments via e-mail unless requested. The excuse that “my printer was not working” or “the printer in the computer lab was not working” is an inappropriate excuse. Plan ahead.

### **Plagiarism**

Plagiarism is the written or oral use of unacknowledged inclusion of someone else’s words, ideas, or data as one’s own (see Standards of Conduct in the UT Martin Student Handbook). Plagiarism can be in part or in whole and includes using a speech outline that is not yours and not giving attribution for a source that is not general knowledge.

Plagiarism is unethical and will result in a grade of zero for any assignment. A second count of plagiarism will result in a zero for the course.

### **Participation, Courtesy, and Electronic Devices**

Good participation includes being to class on time, mutual respect of others, attentiveness to the instructor/speaker, and a willingness to take part in class discussions. The instructor considers listening to recordings or doing unrelated computer work during class time disrespectful to others. Please do not leave the room during class unless you have permission or unless you have a serious physical emergency. Please do not bring a guest or a child to class without first getting the instructor’s permission. **Cell phones and other electronic devices must be turned off before class begins. No personal computers may be used in class unless the instructor gives permission. Students who violate the no electronic device policy will be marked absent for that day. Failure to heed these guidelines of participation and courtesy will affect your final grade, which is up to the discretion of the professor.**

### **Evaluation Forms, Written Work, and Performance Envelopes**

Included in this materials packet are evaluation forms for your speeches. You are responsible for turning in the required form(s) on the days you give your speech. Place evaluation forms a 9”x12” envelope along with the other required written work on the day you give your speech. These performance envelopes are to be turned in to the instructor at the **beginning** of class. Please be sure to place your name on the envelope and on the evaluation forms along with the date, speech title, and how many times practiced.

### **UTM Disability Statement**

Any student eligible for and requesting reasonable accommodations due to a disability is required to provide a letter of accommodation from the Student Success Center within the first two weeks of the semester.

## Spring 2014/Tentative Class Schedule/Monday

<u>Day</u>	<u>Lecture/Assignments</u>	<u>Activities</u>
1/13	Introduction to the Class Ch. 1: Speaking in Public Ch. 2: Ethics and Public Speaking	
1/20	<b>NO CLASS—MLK DAY</b>	
1/27	Ch. 3: Listening Ch. 4: Giving Your First Speech Sales Presentation Explained/Platform Poise	Speech Drills
2/3	Ch. 5: Selecting a Topic and Purpose Ch. 9: Organizing the Body of the Speech Ch. 11: Outlining the Speech	Tongue Twisters Student Sales Presentations
2/10	Exercise 1 Due Ch. 10: Beginning and Ending the Speech Ch. 15: Speaking to Inform/The Demonstration Speech Ch. 13: Delivery Topics Selected for Demonstration Speeches During Class	Speech Drills
2/17	Topics for Informative Speeches Due Scattergrams and Tentative Outlines Checked for Demonstration Speech Ch. 14: Using Visual Aids Exercise 2 Workshop (Demonstration Speech Introductions) Q/A for Demonstration Speech	Sign-up for Demonstration and Informative Speeches Speech Drills/Grab Bag Impromptu Exercise 2 Performed
2/24		Student Demonstration Speeches
3/3	<b>NO CLASS—SPRING BREAK</b>	
3/10	Scattergrams and Tentative Outlines Checked for Informative Speech Ch. 7: Gathering Materials Ch. 8: Supporting Your Ideas Q/A for Informative Speech	
3/17		Student Informative Speeches
3/24	Ch. 6: Analyzing the Audience Ch. 16: Speaking to Persuade Ch. 17: Methods of Persuasion Topics Chosen for Persuasive Speech	Sign-up for Persuasive Speech
3/31	Scattergrams and Tentative Outlines Checked for Persuasive Speech Ch. 12: Using Language Surveys Due for Persuasive Speech (Exercise 3) Exercise 4 Workshop Q/A for Persuasive Speeches	Perform Exercise 4
4/7		Student Persuasive Speeches
4/14	Ch. 18: Speaking on Special Occasion/The Commemorative Speech Topics Chosen for Commemorative Speeches Q/A for Commemorative Speeches Wrap-up/Review for Exam	
4/21		Student Commemorative Speeches Final Exam (Comprehensive)
4/28	<b>OPEN</b>	<b>OPEN</b>

## Spring 2014/Tentative Class Schedule (TTH)

<u>Day</u>	<u>Lecture/Assignments</u>	<u>Activities</u>
R 1/9	Introduction to the Class	
T 1/14	Ch. 1: Speaking in Public	
R 1/16	Ch. 2: Ethics and Public Speaking Ch. 3: Listening	
T 1/21	Ch. 4: Giving Your First Speech Sales Presentation Explained/Platform Poise	Speech Drills
R 1/23		Tongue Twisters Student Sales Presentations
T 1/28	Ch. 5: Selecting a Topic and Purpose Ch. 9 & 11: Organizing and Outlining the Body of the Speech	
R 1/30	Ch. 10: Beginning and Ending the Speech The Demonstration Speech; Exercise 1 Due	
T 2/4	Topics Due for Demonstration Speech	Sign-up for Demonstration Speech Grab-Bag Impromptu Speeches
R 2/6	Scattergrams and Tentative Outlines Checked for Demonstration Speech; Exercise 2 Due	Demonstration Speech Introduction Workshop Q&A for Demonstration Speech
T 2/11		Student Demonstration Speeches
R 2/13		Student Demonstration Speeches
T 2/18		Student Demonstration Speeches
R 2/20	Ch. 7: Gathering Materials	
T 2/25	Ch. 8: Supporting Your Ideas Ch. 13: Delivery	
R 2/27	Topics Due for Informative Speech Ch. 14: Using Visual Aids; Appendix: Using PowerPoint Ch. 15: Speaking to Inform Work on Scattergrams and Tentative Outlines for Informative Speech	Sign-up for Informative Speech Q&A for Informative Speech
T 3/4	<b>SPRING BREAK—NO CLASS</b>	
R 3/6	<b>SPRING BREAK—NO CLASS</b>	
T 3/11		Student Informative Speeches
R 3/13		Student Informative Speeches
T 3/18		Student Informative Speeches
R 3/20	Ch. 6: Analyzing the Audience Ch. 16: Speaking to Persuade	
T 3/25	Topics Due for Persuasive Speech Ch. 17: Methods of Persuasion	Sign-up for Persuasive Speech
R 3/27	Ch. 12: Using Language	
T 4/1	Surveys Due for Persuasive Speech (Exercise 3) Scattergrams and Tentative Outlines Checked for Persuasive Speech; Exercise 4 Due	Q&A for Persuasive Speech
R 4/3	<b>OPEN</b>	
T 4/8		Student Persuasive Speeches
R 4/10		Student Persuasive Speeches
T 4/15		Student Persuasive Speeches
R 4/17	Ch. 18: Speaking on Special Occasions/The Commemorative Speech Topics Chosen for Commemorative Speeches Marking Your Manuscript	Sign-up for Commemorative Speech Q&A for Commemorative Speech
T 4/22		Student Commemorative Speeches
R 2/24.		Student Commemorative Speeches
		<b>Final Exam</b> (Comprehensive)