

PUBLIC SPEAKING

COM 1129

MW 9:30-10:45 am Wilson 225

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Student Center Rm 274

OBJECTIVES

This course is designed to provide the opportunity for improvement in both theoretical understanding and practical performance of oral communication; specifically, public speaking. You will gain skill as you:

- 1) Research, plan, organize, outline, and present public speeches;
- 2) Listen to, analyze, evaluate, and appreciate public speeches and related theory; and
- 3) Cope with personal and situational tensions of public speaking, understanding that apprehension may never fade completely.

As we work together, we will consider the art and science of public presentations from several perspectives. You will consider theoretical and pragmatic aspects of the topic. You will listen, observe, and participate in the process of public speaking. Your research skills should be enhanced by background preparation for each project. You will outline two major presentations, create appropriate visuals, and recognize the importance of the planning/outlining process to your effectiveness as a speaker.

SPEECHES

You will present four (4) speeches during the term. The time frames will vary from 1 to 6 minutes; time limits must be respected. You will receive both written and peer feedback on your formal presentations. In addition to the professor's comments, students are expected to critique each other constructively with everyone participating (not to include the introductory speech). The criteria for each project will be presented in class and/or on the attached assignment sheet that also serves as a critique sheet.

Students will also prepare and, as necessary, revise full-sentence outlines for the Speech to Inform and the Speech to Persuade. These outlines should be converted to key word outline/4x6 card for use during the presentation. Outlining clarifies, structures, and helps to analyze ideas.

These two outline/speech projects requires a source sheet of at least 6 research entries, half of which may be well-qualified sources from the electronic research. The source sheet should be submitted with the final draft of the outline. Sources must be listed in proper bibliographic form. A focus sheet should preface the outline. Study and follow the example in the outline packet that will be distributed in class as well as outlining according to Monroe's Motivated Sequence.

A few reminders about speeches and outlines are relevant:

- 1) Select your own topics within the parameters of the assignment. Be sure they are relevant to this audience, adapted specifically to this audience, credible and interesting for you, and open to research.
- 2) All outlines should be prepared on a word processing program.
- 3) Plagiarism or academic dishonesty in any form are not tolerated and will result in failure. In case of problems, the policies stated in the KSU University Catalogue will be followed.
- 4) Speaking style should be extemporaneous: minimal notes, no manuscripts, no memorized speeches.
- 5) Speeches are opportunities to share with other people and affect their thoughts and actions.

EXAMS & PAPERS

There will be two objective tests on lecture and handouts. The midterm will include a paper (3-5 pages) critiquing a famous speech and its impact on history. Suggestions will be offered in class and posted on the Website.

The final will include a 4-6 page (typed, double-spaced) critical analysis of a current campus speaker. The person evaluated may be a fellow student, a campus personality, a community leader as long as they are speaking on campus. You are strongly encouraged to coordinate this now. The goal of the paper is to compare the speaker's communication effectiveness.

ASSIGNMENTS

(1) Personal Introduction Speech: Introduce yourself and be sure to include your name, year and major. Use clear, descriptive language to relate to the class. You may use a 4" x 6" card for your notes but strive to use eye contact. It may help you organize this speech by developing answers to the questions of who, how, and why. You will have one (1) minute to share with your classmates. (5%)

(2) Informative Speech: Present a speech to inform with the aid of visual material. This speech will be based on a topic researched in several outside sources. But, remember, keep your subject limited so it can be covered effectively in the time allowed (4 minutes). As mentioned above, all source sheets must list 6 sources; a minimum of three cited sources are required in the actual speech. Our speech should be timely and "news" to your audience. You must have a clear thesis statement that is developed in the body of your speech with two or three main points. Each point should be supported with a variety of appropriate supporting materials. (15%)

In using visual aids, keep the following in mind: (1) Use large, clear, simple diagrams. (2) When possible, keep objects, models and charts covered until needed. (3) Do not hand out any visual material to the audience during your presentation. (4) Practice using the visual material. (5) Remember, your visual aids should supplement your oral presentation, not replace or detract from it. (6) Be very careful with electronic visual aids - consider Murphy's Law.

(3) Persuasive speech to move to action: Choose a topic that is timely and important—something you feel represents a problem that needs collective action. Establish the existence of the problem in the minds of your audience and offer clear and explicit actions your audience can take to help resolve the matter. Try to focus on an issue that your audience can actually do something about. Incorporate strategies that will involve your audience and make them feel the topic is important to them. This is a 4 to 6-minute presentation. As mentioned above, all source sheets must list 6 sources; a minimum of four cited sources are required in this speech. Get permission from the instructor concerning your topic. (20%)

(4) Commemorative Speech: Commemorative speeches are addresses of praise or celebration. They pay tribute to a person, group of people, an institution or an idea (eulogies, fourth of July speeches, testimonial addresses, dedications, are all Commemorative speeches. Try to select an individual, group or idea that your audience can relate to. This is a 6-minute presentation. As mentioned above, all source sheets must list 6 sources; a minimum of four cited sources are required in this speech. (20%)

GRADE POLICY

Speeches: (total 60%)

Intro: 5%

Informative: 15%

Persuasive: 20%

Commemorative: 20%

Midterm & Paper #1: 12%

Final & Paper #2: 13%

Class participation, in-class and take-home assignments: 15%

COURSE POLICIES

(1) Students are obliged to be present and prepared for their assignments on the prescribed day. If a student knows he/she is to be absent for some legitimate reason on the assigned day of a speech, it is his/her responsibility to make a trade with a member assigned to another day.

(2) It is unethical to use as your own, a speech or outline prepared, in whole or part, by someone else. To do so is cause for immediate failure. It is unethical to abstract a speech totally from a magazine article and pretend it is your own work. Any sources used should be credited in the speech. The best speeches do not rely heavily upon a single source, but represent ideas formulated from several sources. Source materials are expected to be used for building a background of knowledge about the subject.

(3) Absences are not permitted on speech presentation days. An unexcused absence on days when speeches are presented will result in a one letter grade reduction in your speech presentation grade.

(4) the instructor really hates whining.

I hope you will expand your reading and observations about this wide-ranging subject. Look closely at books by Alan Monroe, Douglas Ehninger, or Mark Knapp. Visit local bookstores and peruse the Business Communication sections. Read periodicals and professional journals featuring articles about oral communication. Watch C-Span for speeches of the day. Study media coverage of election campaigns. Check Vital Speeches for texts of notable contemporary speeches. Attend presentations and listen critically; while these events may be formal speeches, they may also take the form of business briefings or training sessions, religious homilies, toasts or commemorative speeches, political speeches, news conferences, interviews, etc. In essence, be aware, alert, and analytical of communication situations around you.

If you choose to apply the knowledge you gain in this class to projects in other classes, you may find your academic work enriched. If you expand the application to your work situation, community involvement, job interviews, and relationships with those with whom you interact, you may find additional rewards. In essence, be aware, alert, and analytical of communication situations around you.

SCHEDULE

Speech 1 (introductory): Week of August 25

Speech 2 (Informative): Week of September 15

Speech 3 (Persuasive): Week of October 20

Speech 4 (Commemorative): Week of November 17

Midterm. Paper 1 due: Wednesday, October 8

Final. Paper 2 due: Wednesday, December 3