

COMM 100 Public Speaking Online Course – Spring 2021

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Course Description: The theory and practice of public speaking in a variety of professional and social contexts, focusing on how presentations can transform speakers and audiences by creating an environment for the civil exchange of ideas, experiences, and opinions. 3 Credit Hours.

Course Overview: This course provides instruction and experience in the preparation and delivery of speeches within a public setting and group discussion. Emphasis is placed on research, preparation, delivery and evaluation of informative, persuasive and special occasion public speaking. Upon completion, students should be able to prepare and deliver well-organized speeches with appropriate audiovisual support.

Course Objectives:

Measurable learning outcomes for students who successfully complete the course include the following:

1. Students should be able to understand the principles of effective speech, such as the invention of topics and lines of reasoning, organization, creation of central ideas, audience adaptation, style, verbal and non-verbal delivery, and construction of visual aids.
2. Apply these principles to your speech preparation and delivery.
3. Assimilate a variety of research materials into the speech process.
4. Develop the ability to analyze speech strategies regarding content and delivery.

REQUIRED TEXT: Please locate a used copy of: The Art of Public Speaking. Lucas, Stephen E. 11th Edition. McGraw-Hill, New York, NY. ISBN-13: 978-0077778019. **Do not get the workbook and avoid newer editions.** I will provide any additional material needed.

Purchase of Required Texts: You may purchase your books from any reliable source. Be sure to order using the ISBN provided in this syllabus. If you are using book vouchers through financial aid, you must use the online bookstore, <http://mbc.textbookx.com/>. Please be sure to order your books early!

Deadlines: You may proceed through this course at your own pace, reading assignments and submitting papers as you complete them. Assignment due dates are noted in the course sequence and calendar on the following page. Suggestion: On a calendar, plot your path and this semester's deadlines for completing each of the topical readings and assignments.

Late Work: Projects and discussions are due on specific dates (please try to keep in mind that this is NOT a correspondence style course to be completed when convenient). Should you run into an instance where your work will be late, you should contact the instructor as soon as possible to determine if the work will be accepted.

ET Policy: An extension (ET) for this course will be given only under unusual circumstances. ETs will only be granted if at least 50% of the required coursework has been submitted and received "acceptable" (> 70 pts per assignment) grades. In addition, students seeking ETs must have been in communication with the professor throughout the semester, indicating the nature of the challenges they may be facing.

GRADING AND EVALUATION:

- All assignments should be typed and submitted online via Canvas

- Projects that are correctly submitted on time should be graded and returned promptly for each project unless otherwise indicated by the professor.

GRADING POLICY:

• Informative Speech	200
• Special Occasion Speech	200
• Persuasive Speech	200
• Discussion Board Postings	300
• Final Exam	100

Grading Scale:

Your final grade will be based on the points you've earned through the completion of the above projects using a 1,000-point scale: A = 1,000-926; A- = 925-900; B+ = 899-876; B = 875-826; B- = 825-800; C+ = 799-776; C = 775-726; C- = 725-700; D+ = 699-676; D = 675-600; F = below 600

Speech Projects

The Informative Speech:

- **Overview:** This speech is designed to allow the speaker to briefly provide a general overview of topic or concept and use facts rather than opinion to teach the audience something useful related to the focus of your speech. Your goal is to provide content that helps an audience better understand your topic.
- **General Speech Guidelines:** You are writing an original document in a **neutral tone** with the intent to teach your audience objective content rather than influence them with opinions or suggestions. *No persuasion is allowed for this speech.*
- **Presentation Length:** 3-5 MINUTES. (Approx. 2 minutes per 1 double-spaced typed page of content). Finished content could be 2-2.5 pages in length. Regularly read your speech out loud during the drafting process, make a note of the presentation length, and edit all content to meet the presentation time guidelines.
- **Speech Format/Organization:** Use our textbook guidelines to write a well-researched speech. Be sure to create an Introduction that includes a Specific Purpose/Central Idea (preview of main points), Main Points, Transition Statements, a solid Conclusion, three verbally-introduced quotes, and an MLA formatted Works Cited Page containing the sources for your quotes.
- **Include Content from 3 Different Quotations:** You must share verbally-introduced three quotations from outside sources with MLA in-text citations in the body of your speech and accurately mention the sources during your presentation. We must hear the name of an author or title of your source during your presentation for any direct or paraphrased quote used in the speech. There's a special menu item on Canvas with more information if you are not sure how to use in-text parenthetical citations.
- **Students Must Create a Full-Sentence Outline Containing the Written Content from your Speech:** You will write out your entire speech and transform the completed speech into a full-sentence outline with the entire content of your speech word-for-word. Please create an MLA formatted Works Cited page with citations for all your quoted sources as the final page of your project.
- **Video Recording of Speech Presentation:** You will make a video recording of yourself presenting your speech. Try not to rely just on reading your notes, but you do not have to memorize your speech. The final version of your speech recording will need to be uploaded as an "Unlisted" (not private) YouTube video for this project. The video URL of your YouTube upload is submitted at the top of the first page of the full-sentence outline of your speech. Be sure to review all presentation guidelines in Canvas and in your textbook. You must re-record any videos with little to no eye contact, poor volume,

low-lighting, or any technical problems.

- **Project Submission will include One (1) file containing the Full-Sentence Outline + Video URL + Works Cited Page:** One single file needs to contain all 3 items for your project or it will be considered incomplete. This assignment is submitted through the informative speech project submission link and also shared in the discussion board.

The Special Occasion Speech:

- **Overview:** A special occasion speech is one that marks a rite of passage or accomplishment, such as celebrating a graduation, a wedding, or honoring a funeral, a retirement, or an award.
- **General Speech Guidelines:** You are to write an original speech that falls into the designated subject categories discussed in your textbook or suggested by any additional related project materials. You may choose real or fictional people or events.
- **Presentation Length:** 3-5 MINUTES. (Approx. 2 minutes per 1 double-spaced typed page of content). Finished content could be 2-2.5 pages in length. Regularly read your speech out loud during the drafting process, make a note of the presentation length, and edit all content to meet the presentation time guidelines.
- **Speech Format/Organization:** Please use our textbook guidelines to assist you with creating a well-written speech that will include an Introduction, a Theme for your speech, Main Points, Transition Statements, and a Conclusion. Try to use imagery and rhythm writing tools from our Using Language chapter in the textbook.
- **Outside Sources, Quotes, and In-Text Citations:** You can use outside quotes, but they are optional.
- **MLA Format for Works Cited Page:** Please add a works cited page if optional quotes are used in your speech and use proper MLA in-text citations for all quotes if you choose to include them.
- **Video Recording of Speech Presentation:** You will make a video recording of yourself presenting your speech. Try not to rely just on reading your notes, but you do not have to memorize your speech. The final version of your speech recording will need to be uploaded as an “Unlisted” (not private) YouTube video for this project. The video URL of your YouTube upload is submitted at the top of the first page of the full-sentence outline of your speech. Be sure to review all presentation guidelines in Canvas and in your textbook. You must re-record any videos with little to no eye contact, poor volume, low-lighting, or any technical problems.
- **Written Portion of Speech:** Please create an essay that will include all of the content that you will present in this speech instead of an outline.
- **Project Submission:** To correctly submit your project, please include 1 file containing the Manuscript/Essay of your speech content + Video URL + Works Cited Page (if relevant). Your project file needs to contain all items for your project or it will be considered incomplete. This assignment is submitted through the special occasion speech project submission link and also shared in the discussion board.

The Persuasive Speech:

- **Overview:** The purpose of a persuasive speech is to change your audience’s attitudes, actions, or beliefs about a topic of your choice and/or to reinforce commitment to positions members of the audience already hold. In this speech, you are not only helping your audience understand your topic, but you are also changing the way they think, what they feel, or what they do.
- **Presentation Length:** 3-6 MINUTES. (Approx. 2 minutes per 1 double-spaced typed page of content.). Finished content could be 2-3 pages in length. Regularly read your speech out loud during the drafting process and edit all content to meet the presentation length guidelines.
- **Speech Format/Organization:** Use our textbook guidelines to write a well-researched speech. Be sure to create an Introduction that includes a Specific Purpose/Central Idea (preview of main points), Main Points, Transition Statements, a solid Conclusion, 3 verbally-introduced quotes, and an MLA formatted

Works Cited Page containing the sources for your quotes.

- **Include Content from 3 Different Quotations:** You must share verbally-introduced 3 quotations from outside sources with MLA in-text citations in the body of your speech and accurately mention the sources during your presentation. We must hear the name of an author or title of your source during your presentation for any direct or paraphrased quote used in the speech. There's a special menu item on Canvas with more information if you are not sure how to use in-text parenthetical citations.
- **Students Must Create a Powerpoint Presentation With the Content of Your Speech Included as Notes throughout.** Instead of an outline, you will create a Powerpoint (or Google Slides) presentation to go along with your speech. You should have a title page for your presentation along with a slide to demonstrate each of your main points. Your Works Cited Page will be the last slide of the presentation.
- **Video Recording of Speech Presentation:** You will make a video recording of yourself presenting your speech. Try not to rely just on reading your notes, but you do not have to memorize your speech. The final version of your speech recording will need to be uploaded as an "Unlisted" (not private) YouTube video for this project. The video URL of your YouTube upload is submitted on the front slide of your presentation. Be sure to review all presentation guidelines on Canvas and in your textbook. You must re-record any videos with little to no eye contact, poor volume, low-lighting, or any technical problems.
- **Project Submission will include 1 file containing the Powerpoint + Video URL:** One single file needs to contain all 3 items for your project. or it will be considered incomplete. This assignment is submitted through the persuasive speech project submission link and also shared in the discussion board.

Discussion Board Postings - 2 Posts Weekly:

- We will begin each new week on Mondays and end on Sundays.
- Each week, I will ask that you make one discussion board post and one reply, two posts total, no later than 11:59 p.m. on the Sunday that marks the end of a content week.
- Each main discussion board post should be at least 100 words in length at minimum. Any content below 100 words may not be counted for full credit. You can get close to the minimum word count and I will offer you full credit.
- Each week, you will be asked to also reply to at least one student's posting. Students need to respond to one another in order to receive full credit for each week in the discussion board. Your responses should be a minimum of one sentence and not be "I agree." Be thoughtful and engaging in your response.
- I ask that you make a reasonable effort to apply the concepts of our course to each discussion board post. Please use intelligent language and accurate grammar.
- Please refrain from any condescending or disrespectful language towards anyone.
- Please use quotations around any material you are quoting and add a citation at the end of the post as well.
- Partial posts will be given up to 3/4 credit. This partial credit will occur if you make a post that does not meet the minimum post length or if you make an appropriate post but do not make a reply.

Final Exam

You will have two options for your final exam. More details about each option will be provided on Canvas.

1. Prepare a speech analysis of a 5-10 minute speech of your choosing. You must submit a link to the video when submitting your work.
2. Submit a Personal Experience/Narrative Speech of 3-5 minutes long.

Project Formatting:

- All assignments should be typed, double-spaced, using a 12-point font and typed in Times New Roman, Arial, or Calibri with one inch margins on all four sides.
- ALL in text and works cited citations should be in MLA format. Assignments that do not meet these requirements will receive an automatic 20% deduction.
- Students are responsible for being proficient in how to use MLA formatting for all citations.
- Frequent wording and grammatical errors will also result in deductions.

General Assignment Submission Requirements for Major Written Projects

All speeches must be original to this course and cannot be developed from previously submitted work in other courses.

- Please be sure to create projects off-line so that you do not lose any work you've created.
- All assignments should be submitted via Canvas
- If you encounter technological difficulties, contact the instructor and continue to try to submit your materials again. Contact the university Help Desk as well.
- You can submit any non-discussion board related assignments by clicking on the “**Assignments**” link located in the main menu section of our course.

GENERAL CLASS POLICIES:

Academic Dishonesty Policy

As college students, you are expected to practice intellectual honesty as it is defined in your student handbook. Please create original work for all projects and discussion board posts in this course. **You are not allowed to alter old assignments for this course in any way.**

Mary Baldwin University's Honor System is based on three principles: integrity of one's word, respect for the property of others, and honesty in academic work. These standards are an integral part of life at Mary Baldwin; in becoming part of the Mary Baldwin community, each student and faculty member willingly assumes an obligation and a responsibility to uphold them.

Failure to submit original work will result in a zero for the project found to contain undocumented resources and cannot be resubmitted or re-written after submission. The instructor reserves the right to take any instance of academic dishonesty to the honor board. Repeated offenses of this nature can result in an automatic F for the course. Please reach out if you are confused or concerned about how to properly document any outside research.

ADA Statement (*Americans with Disabilities Act*)

If you are a student with a disability who needs classroom accommodations under the Americans with Disabilities Act and Section 504 of the Rehabilitation Act, you are required to meet with the Disability Services Counselor at Mary Baldwin to request accommodations.

Mary Baldwin University is sensitive to the needs of students with disabilities who are academically qualified and is committed to providing appropriate support. The university does not waive requirements for degrees or alter admissions requirements for any student, but we make every effort to accommodate students with identified and documented disabilities.

Accessibility Services: Any student with documented accessibility needs who feels they may need academic accommodations while taking this course, should first contact Dr. Carey Usher, Associate Provost (cusher@marybaldwin.edu, 540-887-7064) or Accessibility@marybaldwin.edu.

The Academic Resource Center: The ARC is your one-stop-shop for writing, math, and all other subject and studentship tutoring. Residential students can meet with tutors virtually or face-to-face in the Center for Student Success, on the first floor of Grafton Library. Online and remote students can work virtually with tutors on papers, assignments, and test-taking strategies. Appointments are scheduled through TutorTrac (tutortrac.marybaldwin.edu). For more information, contact Dr. Carey Usher, Associate Provost (cusher@marybaldwin.edu, 540-887-7064) or ARC@marybaldwin.edu.

Academic Disaster Planning Syllabus Statement: In the event of a university-wide emergency, course requirements, classes, deadlines, and grading schemes are subject to changes that may include alternative delivery methods, alternative methods of interaction with the instructor, class materials, and/or classmates, a revised attendance policy, and a revised semester calendar and/or grading scheme.

Copyright: You are expected to comply with federal copyright law. The United State Copyright Law protects all copyrighted materials: printed materials such as books and journals, music, sound recordings; films, videocassettes, art works, and computer software. Most internet sites and all their contents are protected by copyright. The Copyright Act of 1976 grants copyright owner's exclusive rights to publish, reproduce, perform, and display their works. Anyone publishing, reproducing, performing or displaying all or part of a copyrighted work is guilty of infringing the copyright unless the act falls within one of the fair use exceptions, or unless she or he has acquired permission to use the work from the copyright owner. Read the law at <http://lcweb.loc.gov/copyright/>

Course Schedule Disclaimer: Our tentative course schedule follows on the next page. Reasonable efforts are always made to follow the course schedule as it is initially laid out at the start of a semester, but your instructor reserves the right to alter the schedule or content of this course if a viable reason exists to amend the schedule for the benefit of students or due to extenuating circumstances beyond the instructor's control.

Tentative Course Schedule

Week 1: Foundations of Public Speaking:

- Overview of Coursework, Questions and Concerns, and Introductions
- Please read: Ch. 4: Giving Your First Speech, Ch. 5: Selecting a Topic and Purpose, and Ch. 6: Analyzing the Audience
- Review Supplemental Materials
- **Discussion Board Posts:** Please make one post and one reply by Sunday at 11:59 p.m.

Week 2: Informative Speaking Overview:

- Please read Ch. 15: Speaking to Inform, Ch. 7: Gathering Materials and Ch. 8: Supporting Your Ideas
- Review Supplemental Materials
- **Discussion Board Posts:** Please make one post and one reply by Sunday at 11:59 p.m.

Week 3: Organizing the Speech and Beginning and Ending the Speech:

- Please read Ch. 9: Organizing the Body of the Speech and Ch. 10: Beginning and Ending the Speech
- Review Supplemental Materials
- **Discussion Board Posts:** Please make one post and one reply by Sunday at 11:59 p.m.

Week 4: Outlining the Speech:

- Please read Ch. 11: Outlining the Speech
- Review Supplemental Materials

- **Discussion Board Posts:** Please make one post and one reply by Sunday at 11:59 p.m.

Week 5: Speech Delivery Overview and Visual Aids:

- Please read Ch. 13: Delivery and Ch. 14: Using Visual Aids
- Review Supplemental Materials

Week 6: Informative Speech due:

- Finalize Speech Outline and Video: check all quotes and sources and make sure you create your works cited page.
- **Discussion Board Posts:** Please make one post with your project highlights and video and one reply by Sunday at 11:59 p.m.
- **Project Due:** Submit Informative Speech on Sunday by 11:59 p.m.

Week 7: Special Topics Week:

- Revolutionary Speeches, Controversial Speeches, International Speeches
- Famous Speeches in Film and Theatre
- Review Supplemental Materials
- **Discussion Board Posts:** Please make one post and one reply by Sunday at 11:59 p.m.

Week 8: Speaking on Special Occasions:

- Please read Ch. 18: Speaking on Special Occasions
- Review Supplemental Materials
- **Discussion Board Posts:** Please make one post and one reply by Sunday at 11:59 p.m.

Week 9: Continuation of Speaking on Special Occasions and Using Vivid Language:

- Please read Ch. 12 Using Language and think about how to apply concepts from this chapter to enhance imagery and rhythm in your special occasion speech.
- Review Supplemental Materials
- **Discussion Board Posts:** Make one post and one reply by Sunday at 11:59 p.m.

Week 10: Special Occasion Speech Essay and Video due:

- Finalize Speech Essay and Video: check all quotes and sources and make sure you create your works cited page if you used any outside sources in this speech.
- **Discussion Board Posts:** Make one post with your project highlights and video and one reply by Sunday at 11:59 p.m.
- **Project Due:** Submit Special Occasion Speech on Sunday by 11:59 p.m.

Week 11: Persuasion and Persuasive Speaking:

- Please read Ch.16 - Speaking to Persuade
- Review Supplemental Materials
- **Discussion Board Posts:** Please make one post and one reply by Sunday at 11:59 p.m.

Week 12: Methods of Persuasion:

- Please read Ch. 17: Methods of Persuasion
- Review Supplemental Materials
- **Discussion Board Posts:** Please make one post and one reply by Sunday at 11:59 p.m.

Week 13: Persuasive Speech due:

- Review Supplemental Materials
- **Discussion Board Posts:** Make one post with your project highlights and video and one reply by

Sunday at 11:59 p.m.

- **Project Due:** Submit Persuasive Speech on Sunday by 11:59 p.m.

Final Exam Due by the Last Day of Class:

- Last Day of Class: April 19
- Discussion Board Posts: Make one post and one reply by April 19 by 11:59 pm.
- **Project Due:** Submit Final Exam (Choose 1 of 2 Options) by April 19 by 11:59pm.