

COMM2400 - Public Speaking, Fall 2012 (2 credit hours)
Special Topic: Leadership and Public Speaking
SLEP Program Curriculum
Section 003: Mondays & Wednesdays, 11-11:50 am
Room J157

Instructor Information:

Dr. Laura Beth Daws * ldaws@spsu.edu (**the best way to reach me!**) * educate.spsu.edu/ldaws
Twitter: @lbdaws * **Office phone:** 678-915-7208 (voice only) **Cell (voice/text & preferred phone number):** 678-250-DAWS (3297). *NOTE: this is a Google Voice number that I will respond to regularly on weekdays from 8 am-5 pm. Voicemails and texts received before/after that will be handled on the next business day.*

Office Hours: J318. Mondays & Wednesdays, 10-11; Tuesdays & Thursdays, 4:30-6. Other times by appointment. *(Please come by anytime my door is open if you have questions, concerns or just to say "hi!" If you need advising or have a more serious issue for which you need my undivided attention, though, please schedule an appointment with me. That way, you get priority in my schedule!)*

Textbook: O'Hair, D., Stewart, R. & Rubenstein, H. (2012). *A speaker's guidebook (5th ed)*. Boston: Bedford/St. Martin's.

Required outside reading:

Rath, T. & Conchie, B. (2009). *Strengths based leadership: Great leaders, teams, and why people follow*. New York: Gallup Press.

Course Description as stated in the SPSU Catalog: Students will learn the skills and strategies needed to prepare and deliver ceremonial, informative, persuasive speeches. Special consideration is given to adapting communication styles and content to diverse speakers and audiences. This course emphasizes how to compose meaningful and coherent messages; how to conduct responsible research on appropriate topics; and how to argue, develop, and polish effective presentation skills.

Course Objectives/Rationale:

During the course, you will be asked to stand before a group and deliver information, argue a position, speak with a group, or various other public presentations. It is important that you command the audience's attention and present yourself as a competent and credible speaker. In this course, you will be asked to present four graded speeches. The goal is for you to gain more confidence in communicating in public contexts. In addition, the following learning objectives will be met:

- Construct (research, outline, and organize) public speeches for delivery to audiences.
- Deliver ceremonial, informative, and persuasive speeches.
- Develop analytic and critical listening skills.

- Successfully manage their apprehension about communicating in public contexts.

Learning Outcomes:

- be able to properly organize/outline a speech or presentation
- be able to develop an argument and use a variety of support materials in speeches
- be able to properly prepare and use visual aids that incorporate varying levels of technology
- be able to prepare and present a speech that has an introduction, body, and conclusion that will hold interest, be easy to follow, and be factually accurate based on appropriate research, and
- be able to adequately analyze an audience and adjust speeches for given audiences

Special Learning Outcomes for “Leadership and Public Speaking”

This class is part of the curriculum for the SLEP endorsement at SPSU. I feel very strongly that this endorsement is an important and worthwhile goal, and I applaud you for pursuing it. I realize that not all of you are part of the SLEP program, but it is my hope that this class will convert you to a SLEP'er over the course of the semester, as I believe any student can benefit from developing leadership skills.

Given the nature of the course, I have created two additional learning objectives for you this semester. They are:

1. *Apply knowledge of effective public speaking practices in the context of leadership.* Our in-class examples and discussions will come from real examples and case studies, modern and historic, from a wide range of fields including politics, science, education, communication, religion, sports, and popular culture.
2. *Learn your strengths as a leader, and discover the connection between those strengths and communication.* This class is unique in that I am asking you to read *Strengths Based Leadership* and complete the personality assessment that accompanies it. It is my hope that learning what kind of leader you are will help you as you continue to develop your personal leadership style through SLEP.

Attendance Policy:

Attendance is expected each class period. If you must miss class due to an excused absence (illness with doctor's note, death in the immediate family with written verification, car accident with police report, etc.), you may turn in your work late with no penalty (see more details under “Late Work” below). Under no circumstances, excused or unexcused, may you make up the in-class participation points.

I start class on time every day. If you arrive to class late or leave early more than 3 times, each subsequent tardy or early leave from class will result in a 5 point deduction from your participation grade.

Attendance Policy on Speech Days:

Punctual attendance is MANDATORY on speech days. Failure to attend class, arriving late or leaving early for ANY REASON on a speech day results in a 10% deduction from YOUR speech grade for each day missed/tardy/early leave from class. **Under no circumstances are you to enter the room while a classmate is speaking.** If you arrive late on a speech day, please wait outside the room until you hear applause. Then you may enter.

Late Work and Makeup Speeches:

Don't say I didn't warn you: I'm a stickler for turning things in on time. **I do not accept late work**, except in the case of a documented excused absence (doctor's appointment with note, death in the family with written verification, car accident with accident report, etc.). If you have an excused absence, you may **email me your written work within 24 hours** as verification that you completed the assignment and then turn in a physical copy of the work to be graded, along with the written verification of your excuse, **by the next class period.**

Written assignments are due at the beginning of class. Written assignments must be typed.

Assignments turned in after class has started will be subject to a 10% grade penalty. I do not accept assignments after the class period in which the assignment was due, except in cases of an excused absence. I do not accept emailed assignments, except in cases of an excused absence.

Due to the difficulty of scheduling and limited class time available, **no makeup speeches will be allowed without an excused absence.** If you fail to give your speech on your assigned day, your speech grade will be subject to a 30% penalty and you will be required to make up the speech outside of class within one week of your assigned speech date.

SPSU Honor Code:

As a member of the Southern Polytechnic State University community of scholars, I understand that my actions are not only a reflection on myself, but also a reflection on the University and the larger body of scholars of which it is a part. Acting unethically, no matter how minor the offense, will be detrimental to my academic progress and self-image. It will also adversely affect all students, faculty, staff, the reputation of this University, and the value of the degrees it awards. Whether on campus or online, I understand that it is not only my personal responsibility, but also a duty to the entire SPSU community that I act in a manner consistent with the highest level of academic integrity. Therefore, I promise that as a member of the Southern Polytechnic State University community, I will not participate in any form of academic misconduct. I also understand that it is my responsibility to hold others to these same standards by addressing actions that deviate from the University-wide commitment to working, living, and learning in an environment conducive to a quality education. Thus, I affirm and adopt this honor code of Southern Polytechnic State University.

In Case Of Emergency, Weather Crises, Impending Apocalypse, Zombie Attacks, etc.

If you haven't done so already, please sign up for Hornet Alert by going to www.spsu.edu/hornetalert. This is SPSU's way of communicating with you in the event of a

crisis/emergency that impacts campus (such as class cancellations due to weather). If I have to miss class unexpectedly (it RARELY happens), I will alert you via Vista – so it's not a bad idea to check in there before class starts. Oh, and in case of a zombie apocalypse... aim for their heads.

Classroom Policies:

- Part of my job is to help you learn how to communicate in a variety of contexts. You should treat every written communication to me as a chance to practice professional written communication skills, and I expect you to adhere to standard conventions of grammar, spelling and language when writing to me. **I will ask you to correct grammar, spelling and punctuation in your emails just like I would correct them in a written assignment.** This is a class in communication, after all, and I'd hate to know you left my class thinking it was acceptable to contact potential employers, bosses, or other professionals with sloppy emails!
- Texting during class is rude and distracting; if you must communicate via cell phone during class hours, please walk out of the room to do so. Do not be surprised if I ask you to leave class after you've been caught texting in my class on more than one occasion.
- If you would like to use a laptop or tablet to take notes in this course, that's fine – as long as you disable your wireless connectivity so you won't be tempted to browse the Internet during class time or use the technological device to distract others. I reserve the right to ask you to cease use of electronic note taking devices if they become distracting to yourself or others.
- Class discussions should facilitate an open exchange of ideas. Debates should be healthy, and each individual should be respectful of others' opinions. Hate speech, or racist, sexist, ageist, or homophobic comments are not allowed.
- All written assignments must be printed on plain white 8.5" x 11" paper, using a computer/word processor and printer. Please **staple** all assignments that are two or more pages in length (do NOT dog-ear, fold corners, use paperclips or other binding methods). Unless I specify otherwise in class, hand-written assignments will not be accepted.
- I am happy to talk with you about any grade you earn in this course. However, please wait 24 hours before approaching me with questions about grades on speeches.
- **Plagiarism can result in failure of the course.** In this class, you are rewarded for correctly citing information, and severely punished for failing to credit where your ideas came from. If you are ever uncertain, ask me ahead of time.

Dress Code for Speeches:

In this class, for each of your major speech assignments, you are required to wear **business casual clothing**. This means dress slacks, a collared shirt, dress socks and shoes for men, and a professional dress or blouse with slacks or a skirt, and dress shoes for women. Both men and women should wear minimal, non-distracting jewelry. Avoid denim, t-shirts with graphics, hats, flip-flops, pajamas, and athletic wear.

ADA Procedures: Southern Polytechnic State University is committed to providing an educational environment that is accessible to all students. In accordance with this policy,

students in need of accommodations due to a disability should contact the ATTIC (Student Center 1st floor, extension 7361) for verification and determination of reasonable accommodations as soon as possible after admission to the University, or at the beginning of each semester. More information is available at <http://www.spsu.edu/attic/index.htm>.

Grades:

Grades will be posted to the gradebook in Vista for you to access and review at any time. However, I recommend that you keep a record of your grades here as well.

Written Work: 550 points	MY GRADE	MAX VALUE
Reading Quizzes (10 at 10 points each)	_____	100 points
Quiz 1: _____ Quiz 2: _____ Quiz 3: _____ Quiz 4: _____ Quiz 5: _____		
Quiz 6: _____ Quiz 7: _____ Quiz 8: _____ Quiz 9: _____ Quiz 10: _____		
Informative Outline	_____	50 points
Persuasive Outline	_____	50 points
Ted Talks Outline	_____	50 points
Leader’s speech critique	_____	75 points
Peer critiques (2 x 25)	1. _____ 2. _____	50 points
Pre-Outline Topic & Relevancy Sheet (3 x 25)	1. _____ 2. _____ 3. _____	75 points
Midterm Exam	_____	100 points
Performance Work: 450 points		
Participation (20 at 5 points each)	_____	100 points
Informative speech	_____	100 points
“TedTalk” Speech	_____	100 points
Persuasive/Argumentative Speech	_____	100 points
Muffins & Monologues Speech	_____	50 points
Total:	_____	/1000

Grade Scale: 900-1000 points: A. 800-899 points: B. 700-799 points: C. 600-699 points: D. 599 points and below: F.

Short Explanation of Assignments

Detailed grading rubrics will be provided and reviewed before assignments are due.

Reading Quizzes: To make sure you are keeping up with our required textbook reading, you will complete 10 quizzes over the course of the semester. You will complete the quizzes on our Vista website, and you will have **until 10 am** on the due date to complete them.

Participation: Each day in class, we will do an activity to extend and apply your knowledge of the day’s topic. There will be 20 participation grades awarded over the semester, and they are worth 5 points each. Given the unique nature of the participation activities (they may include speeches, in-class group work or individual writing prompts), under no circumstances may participation grades be made up, regardless of the reason for your absence.

Pre-Outline Topic & Relevancy Sheet: To help you prepare for your formal, full-sentence, typed speech outlines, you will be required to submit a pre-outline topic and relevancy sheet for the informative, persuasive, and Ted Talks speeches. These worksheets will be available for download on Vista and you may turn them in before the due date, if you know your topic that far in advance. These worksheets will help you stay focused as you write your outline, as well as ensure you've given some considerable thought to your chosen speech topics.

Outlines (Informative, Persuasive, Ted Talks): One of the best ways to build your public speaking skills is to prepare in advance as much as possible. So, you are required to write and submit a full-sentence speech outline before your informative and persuasive speeches. These outlines should follow formatting guidelines that will be made available on Vista.

Leader's Speech Critique: You are required to attend a speech, lecture or seminar outside the classroom, and write a 2-page critique of the speaker's performance. Specifically, you will be asked to address how the speech impacted your perception of the speaker as a leader. A list of potential speakers will be created and shared later, and you may suggest speakers to add to the list.

Peer Critique: Part of what makes us better speakers is listening to feedback from our peers. This assignment requires you to critique (anonymously) the speeches of your classmates. We will determine peer critics by random draw, and for 25 points, you will be expected to write an assessment of the speaker's strengths and weaknesses.

Midterm Exam: This midterm exam will be given in class during midterm week. It will allow you to demonstrate your knowledge of all textbook readings, class lectures and discussions up to that point.

Informative Speech: In this 3-4 minute speech, you will inform us about one of your strengths as discovered in the book/assessment *Strengths Based Leadership*. In addition to citing that book, you will be required to cite one more scholarly source and use a visual aid. Not only will you tell us about your strength, but you will give us an example of someone who embodies that strength and is currently a leader in the public sphere.

"TedTalk" Speech: In this class, we will watch several TedTalks, which are short, extemporaneous speeches that are generally interesting and usually delivered by a leader of some sort. For this assignment, you will create your own version of a Ted Talk for the class. You will be required to use one visual aid and have two outside sources, and speak for 4 minutes. You are encouraged to be creative with your visual aid, topic selection and speech structure (this is one occasion where a narrative structure would work!), though the topic should connect in some way with our class theme of leadership. This speech can be informative or persuasive in nature. The top 5 Ted Talks as voted on by your classmates will be presented again on November 29 in front of the greater SPSU community as part of an SLEP event.

Persuasive Speech: For your 4-5 minute persuasive speech, you are expected to “lead” the audience and motivate your classmates to change something in their lives, convince them to help you implement a policy change, or deliver a message that fits any claim of fact, value or policy as we discuss during the persuasive lectures. You are required to use a visual aid for this speech and cite three outside sources.

Muffins & Monologues Speech: These special occasion speeches will be 1- 2 minutes long. And they will all take place during our “muffins & monologues” special class event during the final exam period. The day will begin and end with an introductory speech from the class nominated emcee. You may deliver a toast, a roast, a speech of thanks, a speech of introduction for another classmate, a eulogy, or an award presentation, and you may invite the person of honor to class that day to hear your speech. I’ll provide the muffins – you’ll provide the monologues.

Tentative Class Schedule

Date	Reading (complete before class)	Due At Beginning of Class
Aug. 15	Syllabus & Introductions	
Aug. 20	Chapter 1: Becoming a Speaker and Chapter 2: Giving it a Try – Preparing your First Speech	Reading Quiz 1: Syllabus, Chapters 1-2
Aug. 22	Chapter 3: Managing Speech Anxiety	Reading Quiz 2: Chapter 3
Aug. 27	Chapter 4: Listeners & Speakers & Chapter 5: Ethical Public Speaking	Reading Quiz 3: Chapters 4 & 5
Aug. 29	Chapter 6: Audience Analysis & Chapter 7: Selecting a Topic and Purpose	Reading Quiz 4: Chapters 6 & 7
Sept. 3	NO CLASS – LABOR DAY!	
Sept. 5	Chapter 8: Developing Support Material & Chapter 9: Locating Support Material & Chapter 10: Finding Credible Sources on the Internet & Chapter 11: Citing Sources in Your Speech	Reading Quiz 5: Chapters 8-11
Sept. 10	<i>Strengths Based Leadership</i> discussion/ impromptu speeches	Strengths Based Leadership assessment completed
Sept. 12	Chapter 24: The Informative Speech Assignment covered: the informative speech	Reading Quiz 6: Chapter 24
Sept. 17	Chapter 12: Organizing the Speech, Chapter 13: Types of Organizational Arrangements, Chapter 14: Outlining the Speech	Reading Quiz 7: Chapters 12-14; Informative Pre-Outline Topic & Relevancy Sheet
Sept. 19	Chapter 15: Introductions & Chapter 16: Conclusions	Reading Quiz 8: Chapters 15 & 16
Sept. 24	Chapter 18: Methods of Delivery & Chapter 19: The Voice in Delivery	Informative Outlines
Sept. 26	Chapter 20: The Body in Delivery	
Oct. 1	<i>No reading - Informative Speeches</i>	Informative Speeches

Oct. 3	<i>No reading - Informative Speeches</i>	Informative Speeches
OCT. 4	LAST DAY TO WITHDRAW	
Oct. 8	<i>No reading – Midterm Exam</i>	Midterm Exam
Oct. 10	Chapter 17: Language	Peer Critique 1 Due
Oct. 15	Chapter 25: Persuasive Speech. Assignment covered: persuasive speech	Reading Quiz 9; Chapter 7, 25-27
Oct. 17	Chapter 26: Developing Arguments for the Persuasive Speech/ Persuasive speech topic workshop	Persuasive Speech Topic/Relevancy
Oct. 22	Chapter 27: Organizing the Persuasive speech	Persuasive Outlines Due
Oct. 24	Chapter 21: Presentation Aids, Chapter 22: Presentation Aids, Chapter 23: Presentation Software	Reading Quiz 10; Chapters 21-23
Oct. 29	Ted Talk topic workshop / impromptu speeches	Ted Talk topic/relevancy – Will be done in class
Oct. 31	Chapter 30: Speaking in Groups	Leader’s Speech Critique
Nov. 5	Chapter 32: Business & Professional Speeches	Ted Talk Outlines
Nov. 7	<i>No Reading – Ted Talks Speeches</i>	Ted Talks
Nov. 12	<i>No Reading – Ted Talks Speeches</i>	Ted Talks
Nov. 14	<i>No Reading – Ted Talks Speeches</i>	Ted Talks
Nov. 19	Chapter 28: Special Occasion Speaking	Peer Critique 2
Nov. 21	NO CLASS – THANKSGIVING HOLIDAYS!	
Nov. 26	<i>No Reading – Persuasive Speeches</i>	Persuasive Speeches
Nov. 28	<i>No Reading – Persuasive Speeches</i>	Persuasive Speeches
Dec. 3	<i>No Reading – Persuasive Speeches</i>	Persuasive Speeches

Muffins & Monologues Speeches will take place during the university’s official final exam date/time, TBA.