

**ZOMBIE APOCALYPSE PUBLIC SPEAKING**  
**COMM2400 – Leadership & Public Speaking, Spring 2013**  
**2 credit hours**  
**Section 012: T/R, 1-1:50 PM**  
**Room J157**

**Instructor Information:**

Dr. Laura Beth Daws \* [ldaws@spsu.edu](mailto:ldaws@spsu.edu) (**the best way to reach me!**) \* [educate.spsu.edu/ldaws](http://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, 1:30-3:30; Tuesdays & Thursdays, 10-11. 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 (5<sup>th</sup> ed)*. Bedford/St. Martin’s.

**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.

**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.

**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 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 apprehension about communicating in public contexts.

### **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.*

### **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 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 arrivals and early leaves from class on speech day for any reason will result in a 5 point deduction from your speech grade.

**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.

**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.

**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, etc.**

If you haven't done so already, please sign up for Hornet Alert by going to [www.spsu.edu/hornetalert](http://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 Desire2Learn – so it's not a bad idea to check in there before class starts.

### **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.

**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 1<sup>st</sup> 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 Desire2Learn for you to access and review at any time. However, I recommend that you keep a record of your grades here as well.

	<b>MY GRADE</b>	<b>MAX VALUE</b>
<b>Written Work: 430 points</b>		
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: _____		
Leader Outline	_____	50 points
Government/Policy Outline	_____	50 points
Time Capsule Outline	_____	50 points
Pre-Outline Topic & Relevancy Sheet (3 x 10)	1. _____ 2. _____ 3. _____	30 points
Midterm Exam	_____	50 points
Final Exam	_____	100 points
 <b>Performance Work: 450 points</b>		
Participation (20 at 5 points each)	_____	100 points
Special Occasion Speech	_____	50 points
Leader speech	_____	100 points
Time Capsule Speech	_____	100 points
Government/Policy Speech	_____	100 points
	<b>Total:</b> _____	<b>/880</b>

**Grade Scale:** 792-880 = A (90%). 704-791 = B (80%). 616-703 = C (70%). 528-615 = D (60%). 527 and below = F (50%).

**\*\*\*So... what was that about a zombie apocalypse?\*\*\***

Glad you asked! Since this class is leadership themed, and we’re on a campus that celebrates & studies potential zombie apocalypses, I thought it would be a fun spin on a regular ol’ leadership & public speaking class to have all of our assignments tie into one important theme: zombie apocalypse.

Here’s the deal. Assume that we, in the spring of 2013, are facing a serious zombie apocalypse. Marietta has become ground zero for zombie attacks, and they’re quickly taking over the human race. Your class has been asked by the federal government to assume control of our new, post-apocalyptic society. All of our speeches will be centered around the theme of zombie apocalypses, and how you’ll assume leadership of the world after the zombies pillage, destroy, burn, attack, kill, and take over our previously peaceful society. I’ll explain more here.

**Short Description of Zombie-Attacked Assignments**

*Detailed grading rubrics will be provided before assignments are due.*

**Special Occasion Speech:** The zombie apocalypse will happen quickly in the spring of 2013. By January 24, our countryside will have been ravaged, skyscrapers crumbled, and the human race

in grave danger. This will be the perfect time for your class to rise up and deliver some special occasion speeches that *honor the fallen*, *pay tribute to the heroes* who helped the few humans survive, and *motivate us to carry on* in a post-apocalyptic world. These speeches will be 1- 1 ½ minutes long, and do not require outside sources, visual aids or an outline.

**Informative Speech: A Leader I'd Emulate.** In this 3-4 minute speech, you will inform us about a leader – current or past – whose leadership style was so important to our pre-apocalyptic society that you'd try your best to embody their same leadership style. Your job in the speech will be to explain who the leader was, what some of their leadership accomplishments were when they were in power, maybe a bit about how they earned their power, and a description of their leadership style. You can choose a leader from a number of areas of popular culture or history, including political, social, business, religious, and educational leadership. You may also choose a fictional leader (think comic books, superheroes, characters in movies, etc.). These speeches will be presented in class **and** presented on March 22 at the SLEP Leadership Conference in the SPSU student center. Mark your calendars to be off work and available to participate in the conference on that day.

**Persuasive Speech: Time Capsule.** Our pre-apocalypse federal government charged you with creating a time capsule to show future generations what life was like before the zombies destroyed our world. For your 4-5 minute persuasive speech, you will argue for one item's inclusion into our time capsule. You are required to use a visual aid for this speech and cite three outside sources.

**New Government Order Speech:** This speech of policy (more persuasive than informative) allows you to help establish the rules and regulations for our new government that we, as a class, will charter in after the zombies have left. You may argue that a current law needs to stay on the books, or argue for a totally new law that will shape the course of our society. For this speech, you are required to use a visual aid and cite at least 3 outside sources.

**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 Desire2Learn site, and you will have **until 12 pm** on the due date to complete them. Unless, of course, the zombies attack first. Then, you've got bigger problems than finishing the quizzes.

**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 Sheets:** 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 and persuasive speeches. These worksheets will be available for download on Desire2Learn 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:** 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, persuasive and sink or sell speeches. These outlines should follow formatting guidelines that will be made available on D2L.

**Exams:** The midterm and final exam will allow you to demonstrate your knowledge of all textbook readings, class lectures and discussions up to that point. The midterm will cover all material discussed through the midterm date, and the final exam will be cumulative.

### Tentative Class Schedule

<b>Date</b>	<b>Reading (complete before class)</b>	<b>Due At Beginning of Class</b>
Jan 8	Syllabus & Introductions	
Jan 10	Chapter 1: Becoming a Speaker and Chapter 2: Giving it a Try – Preparing your First Speech	<b>Reading Quiz 1: Syllabus, Chapters 1-2</b>
Jan 15	Chapter 3: Managing Speech Anxiety	<b>Reading Quiz 2: Chapter 3</b>
Jan 17	Chapter 4: Listeners & Speakers & Chapter 5: Ethical Public Speaking	<b>Reading Quiz 3: Chapters 4 &amp; 5</b>
Jan 22	Chapter 28: Special Occasion Speaking	
Jan 24	<i>No reading – Special Occasion Speeches</i>	<b>Special Occasion Speeches</b>
Jan 29	Chapter 6: Audience Analysis & Chapter 7: Selecting a Topic and Purpose	<b>Reading Quiz 4: Chapters 6 &amp; 7</b>
Jan 31	Chapter 24: Informative speaking	
Feb 5	Chapter 8: Developing Support Material & Chapter 9: Locating Support Material & Chapter 10: Finding Credible Sources on the Internet & Chapter 11: Citing Sources	<b>Reading Quiz 5: Chapters 8-11 Informative Pre-Outline Topic &amp; Relevancy Sheet</b>
Feb 7	Library Instruction Day	<b>Reading Quiz 6: Chapters 12-14</b>
Feb 12	SP '13 MIDTERM TEST DAY	<b>Midterm Exam</b>
Feb 14	Chapter 12: Organizing the Speech, Chapter 13: Types of Organizational Arrangements, Chapter 14: Outlining the Speech	<b>Informative Outlines Due</b>
Feb 19	Chapter 15: Introductions & Chapter 16: Conclusions	<b>Reading Quiz 7: Chapters 15 &amp; 16</b>
Feb 21	<b>MIDTERM GRADES AVAILABLE</b> <i>No reading - Informative Speeches</i>	<b>Informative Speeches</b>
Feb 26	<b>LAST DAY TO WITHDRAW</b> <i>No reading - Informative Speeches</i>	<b>Informative Speeches</b>
Feb 28	<i>No reading - Informative Speeches</i>	<b>Informative Speeches</b>
Mar 5-7	<b>Spring Break! No class!</b>	<b>Spring Break!!</b>

Mar 12	Chapter 18: Methods of Delivery & Chapter 19: The Voice in Delivery; Chapter 20: The Body in Delivery	<b>Reading Quiz 8: Chapters 18-20</b>
Mar 14	Chapter 25: Persuasive Speech / Persuasive speech topic workshop	<b>Reading Quiz 9: Chapters 25 &amp; 26</b>
Mar 19	Chapter 26: Developing Arguments for the Persuasive Speech	<b>New Government Order Topic/Relevancy</b>
Mar 21	Chapter 27: Organizing the Persuasive speech	<b>New Government Order Outlines</b>
MARCH 22	SLEP CONFERENCE – ON CAMPUS AT SPSU	<b>ATTEND CONFERENCE</b>
Mar 26	Chapter 21: Presentation Aids, Chapter 22: Presentation Aids, Chapter 23: Presentation Software	
Mar 28	<i>No Reading: Government Speeches</i>	<b>New Government Order speeches</b>
Apr 2	<i>No Reading: Government Speeches</i>	<b>New Government Order speeches</b>
Apr 4	<i>No Reading: Government Speeches</i>	<b>New Government Order speeches</b>
Apr 9	Chapter 17: Language	<b>Reading Quiz 10: Chapter 17 Time capsule topic sheets due</b>
Apr 11	Chapter 32: Business & Professional Speeches	<b>Time Capsule Outlines Due</b>
Apr 16	<i>No Reading: Time Capsule Speeches</i>	<b>Time Capsule</b>
Apr 18	<i>No Reading: Time Capsule Speeches</i>	<b>Time Capsule</b>
Apr 23	<i>No Reading: Time Capsule Speeches</i>	<b>Time Capsule</b>
Apr 25	Course Evaluations – Final Exam Review – Impromptus – Final Discussions	

**Cumulative Final Exam** will take place during the university's official final exam date/time, TBA.