

Highland College
SPCH 191-INT – Fundamentals of Speech (3 Credit Hours)
Spring 2013

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Required Texts:

Verderber & Verderber (2010). Communicate! 13th ed. Belmont, CA: Thomson Wadsworth Publishing.

Course Description:

This course is designed to introduce the fundamentals of oral communication and the roles of the speaker, the listener, and the speech in the broad concept of public address. Emphasis is on the composition and presentation of various oral messages. IAI: C2 900

COURSE OUTCOMES AND COMPETENCIES

COURSE OUTCOME #1: Communicate to others an understanding of the purpose and process of communication in public and group settings

COMPETENCIES – Student will be able to:

1. Identify a working definition of communication
2. Demonstrate an understanding of the key vocabulary in group and public communication.
3. Identify the ethical responsibilities of a communicator
4. Compare and contrast public speaking and conversation
5. Differentiate among the general types/purposes of speeches
6. Identify the advantages and disadvantages of different group decision making methods
7. Demonstrate a willingness to apply effective interpersonal and inter-group behaviors
8. Use basic problem solving techniques
9. Identify techniques for creating cohesiveness in groups through climate building
10. Analyze sources of power, influence and leadership in groups
11. Demonstrate the ability to work appropriately in a small group

ASSESSMENT: Student will demonstrate development of these competencies through the following methods:

1. Examinations
2. Written evaluations of speeches in group and public settings

COURSE OUTCOME #2: Develop appropriate methods for creating desirable speech content in informative and persuasive speeches

COMPETENCIES - A successful student will be able to:

1. Conduct an audience analysis
2. Choose appropriate speech topics
3. Differentiate between a general and specific purpose

4. Develop appropriate specific purposes and thesis statements
5. Identify different types of supporting material
6. Demonstrate an ability to gather appropriate supporting material
7. Analyze and evaluate evidence in order to make inferences and generate conclusions
8. Choose appropriate visual aids
9. Demonstrate an ability to comfortably use a variety of audio-visual aids
10. Identify the types of propositions used in persuasive speeches
11. Explain the role of logic and emotion in the persuasive process
12. Use various appeals successfully in the presentation of a persuasive message
13. Identify major factors which affect speaker credibility
14. Critique their own oral presentations and make revisions and improve them

ASSESSMENT: Students will demonstrate development of these competencies through the following methods:

1. Preparation and presentation of at least three substantial speeches, include both informative and persuasive speeches.

COURSE OUTCOME #3: Develop and use effective organizational techniques

COMPETENCIES - A successful student will be able to:

1. Identify the functions of introductions and conclusions
2. Use effective methods for opening and closing speeches
3. Use transitions, signposts and other connectives
4. Use appropriate techniques for organizing ideas for specific speech situations
5. Develop and write appropriately detailed preparation outlines

ASSESSMENT: Students will demonstrate development of these competencies through the following methods:

1. Preparation and presentation of at least three substantial speeches, include both informative and persuasive speeches.

COURSE OUTCOME #4: Develop the poise and confidence necessary to utilize appropriate presentational skills and utilize those skills

COMPETENCIES - A successful student will be able to:

1. Identify the sources of communication apprehension
2. Recognize symptoms of performance anxiety
3. Create and use strategies for dealing with communication apprehension
4. Compare and contrast several delivery styles and choose the appropriate style for a particular speaking situation
5. Identify and use appropriate techniques for rehearsing a speech
6. Prepare and use effective speaking notes, when appropriate

ASSESSMENT: Students will demonstrate development of these competencies through the following methods:

1. Preparation and presentation of at least three substantial speeches, include both informative and persuasive speeches.
2. Active and appropriate participation in group projects.

COURSE OUTCOME #5: Listen carefully to the messages of others and provide objective feedback to other communicators.

COMPETENCIES - A successful student will be able to:

1. Differentiate between listening and hearing
2. Identify common misconceptions about listening
3. Identify common listening failures
4. Differentiate between relational and presentational (critical) listening
5. Demonstrate the ability to use active listening techniques
6. Provide direct feedback to communicators about public presentations, using appropriate evaluation factors
7. Identify main ideas, facts, and opinions from oral presentations
8. Observe and critically evaluate the communication behaviors of other people working in groups
9. Demonstrate competency in these skills by actively participating in class discussions and activities.

ASSESSMENT: Students will demonstrate development of these competencies through the following methods:

1. Written and oral speech evaluations
2. Examinations

Instructor's Philosophy:

Public speaking is considered by some to be more frightening than death. That's a pretty tall order. It is my belief that public speaking should not be seen as something to fear, but as something to use to help you achieve greater success in whatever your chosen field may be. I will do my best to help you overcome any potential fears and develop a strong and natural speaking ability. However, as you will learn from this class, communication is a two-way street, so to help you, you must help me. The following are some insights that might help in this process:

- Speech is a process; nothing happens overnight. If you truly wish to become a better speaker, you must be patient with me, but more importantly, with yourself.
- This is not a "blow-off" class. You will be challenged, mentally, in ways you may not have thought of before. Be prepared and be open.
- The skills you learn in this class will be skills you utilize immediately.
- The fact that you are in this class has earned you my respect. I would sincerely hope that I can expect similar treatment from you.
- This (virtual) classroom is a place of free expression, respect, and critical thinking. I openly invite and encourage all of you to share your views on any and all subjects we discuss in the class. However, I ask that you do so respectfully and in full understanding that when challenged, it is for the sake of the greater learning process. On occasion, words, terms, or ideas that some might consider profane will be brought up. If you are offended by certain language or topics, contact me in private and I will do my best to satisfy your request. Please understand: failure to communicate effectively with me means that I cannot effectively help you.

Grading Breakdown:

Informative Speech	(5-6 Minutes)	=	125 points
Persuasive Speech	(5-6 Minutes)	=	175 points
Speaker's Choice	(5-6 Minutes)	=	250 points
Quizzes		=	100 points
Critical Analysis Paper		=	50 points
Principles Exam		=	100 points
Application Exam		=	150 points
Participation/Peer Reviews		=	50 points
TOTAL		=	1000 points

Grading Scale

900-1000 pts.	= A
800-899 pts.	= B
700-799 pts.	= C
600-699 pts.	= D
<599 pts.	= F

***Any student who does not complete all three speeches will receive an immediate "F."**

General Guidelines:

1. Plagiarism, or any other type of cheating, in any form, will not be tolerated. Anyone caught plagiarizing/cheating will receive an immediate "0" on the assignment and will be reported to the appropriate office.
2. All speeches must be recorded and submitted in accordance with the following guidelines:
 - a. The speech must be recorded in one continuous, static shot.
 - b. The speaker is responsible for populating his/her audience with at least eight (8) audience members who are of, at least, 16 years of age.
 - c. The speaker and audience members must be visible on the recording for the duration of the speech.
 - d. The speaker is responsible for finding a venue appropriate for her/his speech. Appropriate venues include, but are not limited to, a work place, house of worship, classroom, civic meeting place, etc.
 - e. The speaker must submit his/her recorded speech to the instructor via e-mail or hard copy by the due date specified for that particular speech. If the student chooses to submit his/her speech via e-mail, it is the student's responsibility to see to it that the file is formatted in a way that the instructor can successfully hear and see the speech. If the student chooses to submit his/her speech by hard copy, it is the student's responsibility to see to it that the hard copy is received by the instructor by the date it is due.
 - f. In addition to the recorded speech, the student must submit the instructor approved "Audience Participation Waiver" (found on moodle) with the signature of at least eight (8) of the audience members for the given speech.
 - g. It is the student's responsibility to ensure that the speech was recorded with both proper audio and video.
 - h. Once a student has submitted his/her speech, that video (including the media it was delivered on, in the case of a hard copy submission) becomes the property of Highland Community College. Highland Community College and the instructor for this course agree to not publicly publish any speech received through the delivery of this course; however, Highland Community College and the instructor for this course do reserve the right to use any speeches received through the delivery of this course for internal assessment, peer review, and training purposes. By submitting his/her first speech, the student acknowledges and agrees to the conditions put forth in this document.

DATE	TOPIC & ASSIGNMENTS	READING ASSIGNMENTS
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WEEK 1

1/14-1/18	Communication Perspectives	Chap. 1
	Perception of Self and Others	Chap. 2

WEEK 2

1/21-1/25	Communicating Verbally	Chap. 3
	Communicating Through Nonverbal Behavior	Chap. 4

WEEK 3

1/28-2/1	Communicating Across Cultures	Chap. 6
	Communicating in Relationships	Chap. 7
	Developing Intimacy in Relationships	Chap. 8

WEEK 4

2/4-2/8	Listening and Responding	Chap. 5
	Interviewing	Appendix
	Participating in Group Communication	Chap. 9
	Member Roles and Leadership in Groups	Chap. 10

WEEK 5

2/11-2/15	Informative Speaking	Chap. 15
	Developing Your Topic and Doing Research	Chap. 11
	Organizing Your Speech	Chap. 12

WEEK 6

2/18-2/22	Adapting Verbally & Visually	Chap. 13
	Overcoming Speech Apprehension	Chap. 14

WEEK 7

2/25-3/1	Persuasive Speaking	Chap. 16
	Fallacies in Reasoning	No Reading
	Foundations of Rhetoric	No Reading

WEEK 8

3/4-3/8	NO CHAPTERS ASSIGNED	
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DUE DATES

Monday, February 11	Principles Exam
Friday, March 1	Critical Analysis Paper
Wednesday, March 6	All Speeches
Friday, March 8	Application Exam

MAJOR ASSIGNMENTS

Informative Speech Assignment (125 points)

Requirements:

- Each speech will be 5-6 minutes in length.
- Each speech must have an introduction, thesis statement, preview statement, at least three (3) main points, and a conclusion.
- You are required to cite at least three (3) different credible sources.
- Each student must hand in a typed outline of his/her speech on the day he/she is assigned to speak. *Failure to turn in a typed outline will result in an automatic "0."*
- Speeches are to be delivered extemporaneously (not memorized, but not on-the-fly.) Students are permitted to utilize one (1) 3x5 note card, front and back.
- Students are also required to provide adequate feedback for each of her/his classmates' speeches. *Failure to provide adequate feedback will result in an automatic letter grade penalty.*

Persuasive Speech Assignment (175 points)

Requirements:

- Each speech will be 5-6 minutes in length.
- Each speech must have an introduction, thesis statement, preview statement, at least three (3) main points, and a conclusion.
- You are required to cite at least three (3) different credible sources, from varying styles of resources (i.e. one internet source, one magazine, one newspaper, etc.).
- Students will be gauged on their ability to follow a clear structure, as well as their ability to make sound and logical arguments.
- Each student must hand in a typed outline of his/her speech on the day he/she is assigned to speak. *Failure to turn in a typed outline will result in an automatic "0."*
- Speeches are to be delivered extemporaneously (not memorized, but not on-the-fly). Students are permitted to utilize one (1) note card, one (1) side only.
- Each student must clear his/her speech topic with the instructor prior to his/her speaking day. *Failure to receive approval of your topic will result in an automatic "0."*
- Students are also required to provide adequate feedback for each of her/his classmates' speeches. *Failure to provide adequate feedback will result in an automatic letter grade penalty.*

Speaker's Choice Assignment (250 points)

Students are allowed to choose whether they would like to do an informative or persuasive speech. Students who choose to give an informative speech are held to the same standards expressed in the Informative Speech assignment. Students who choose to give a persuasive speech are held to the same standards expressed in the Persuasive Speech assignment.