

# **Communication Studies 012: Public Speaking**

MW 11:00-11:50 or 2:00-2:50

JH427

Marquette University

Caitlein Ryan PhD

Johnston Hall 312

[caitlein@hotmail.com](mailto:caitlein@hotmail.com)

Office Hours: by appointment on MW

## **COURSE DESCRIPTION**

This course is designed to give you an opportunity to build skills for speaking in public. You will plan and deliver a variety of speeches that will be important in your professional career. You will learn principals of communication theory and how to apply those principals to the management of speaking situations. Through these experiences you will become comfortable with any role as a public speaker.

## **COURSE OBJECTIVES**

- To effectively perform the role of public speaker exhibiting: informative and persuasive strategies, verbal and non-verbal delivery skills, visual aids, and ethical communication.
- To plan and organize a speech utilizing: audience analysis, topic analysis, research skills, and critical thinking and listening.

## **REQUIRED TEXTS**

Lucas, S.E. (2004). *The Art of Public Speaking* (8<sup>th</sup> ed.). Boston, MA: McGraw Hill, shrink wrapped with support booklets and CD.

## **REQUIRED MATERIALS**

- Packet of 3x5 cards (you may share with a classmate or two)
- 1 blank VHS tape

## **ASSIGNMENTS AND GRADING**

The assignments in this class are designed to achieve the course goals. Textbook readings, class discussion, in class activities, and presentations will not only provide you with information about major concepts, but will also allow you the opportunity to experience the concepts.

**Speeches:** You will give at least four individual speeches. These include:

- A speech of introduction (2-4 minutes)
- An informative speech (5-7 minutes)
- A persuasive speech (6-8 minutes)
- A commemorative speech (4-6 minutes)

You are expected to deliver your speech on the day assigned. If you fail to give your speech on the assigned day you will receive a zero on that speech unless arrangements have been made in advance with the instructor.

You will use the same topic area for your informative and persuasive speeches.

Example: an informative speech on the problems facing Milwaukee Public Schools and a persuasive speech on the acceptance of an alternative school program, like Charter Schools.

**Outlines and Manuscripts:** You will create full sentence outlines for your informative and persuasive speeches. You will distill the informative outline into a power point presentation. You will also submit a complete manuscript for your commemorative speech. If you fail to submit your outline or manuscript by the assigned date you will not be allowed to give your speech.

**Audience Analysis Assignment:** You will develop and conduct an audience analysis questionnaire based on your speech purpose and topic. You will develop a 10-12 item questionnaire designed to determine the knowledge level and attitudes of your classmates on the topic of your persuasive speech. You will then analyze the data collected and write a paper that summarizes the data and explains how you will use this information to adapt your material to your audience.

**Attendance and Participation:** Your participation for this course will consist of two portions. First, for each speaking round, you will be asked to critique a classmate. You will complete the evaluation form while that classmate is speaking. You will clean-up and elaborate on your comments to turn in the following class period. Each class day you will complete a note card question that will require you to synthesize information from the reading that is due. You can receive up to a total of two points per card. Although each note card is a small point value, many missed readings or absences add up quickly. You are expected to show up to class on time and remain the entire period. Arriving to class late three times will result in an absence. Four absences will result in you being dropped from the class (you will be warned on your third absence). The remaining points for participation will be assessed by your instructor's observations of behavior while you are in class that may include: in class activities, self-assessments, review questions, and related work.

**Final:** Your final will consist of two sections. You will review the tape of your speeches and write a 2-3 page reflection about your progress as a public speaker. This paper will touch on what you struggled with, how you met challenges and where you see yourself

using these skills in the future. You will also complete a short answer final examination based on the readings completed for class.

### Point Breakdown

The course will be graded on a 500 point scale.

Speech of Introduction	_____	15pts
Informative Speech	_____	70pts
Power Point	_____	20pts
Persuasive Speech	_____	70pts
Outline	_____	20pts
Audience Analysis	_____	50pts
Commemorative Speech	_____	50pts
Manuscript	_____	20pts
Participation and Note Cards	_____	70pts
Classmate Critiques	_____	25pts
Reflection Critique	_____	30pts
Final	_____	60pts
<b>TOTAL</b>	_____	<b>500pts</b>

**A=475-500, AB=450-474, B=425-449, BC=400-424, C=375-399, CD=350-374,  
D=325-349, F=Below 324**

### COURSE POLICIES

**Equitability:** In this course I distinguish between equal (regarding or affecting all objects in the same way) and equitable (dealing fairly and equally with all concerned). I will treat each individual and individual case as just that, an individual. Not all policies will apply with blanket consideration. There is room for reasonable discussion and I seek to meet all reasonable needs presented in this class. I trust that we all will understand that each person is unique and does not come from an identical place; therefore we can not assume to treat each other identically.

**Special Needs:** If you wish, please bring to my attention any special needs you may have that might affect your performance or safety in this class. This may include any conditions sensory or hidden disabilities. I will do my best to provide for appropriate accommodations to assist in your success in this class. All disclosures are voluntary and will be treated with confidence. For more information see:  
<http://www.marquette.edu/oses/PoliciesandProceedures.html>

**Late Work and Incompletes:** I will not accept late work. If you know you will be absent, you must complete your work ahead of time or arrange for a way to turn in your assignments on time. All arrangements must be made ahead of time. I will not accept an

assignment with a story, after the fact, without solid proof. Failure to attend class on the day a speech is due will result in a zero grade. In order to be granted an incomplete you must be receiving at least a "C" grade and have 75% of the course work completed. Incompletes will only be granted under the direst of circumstances.

**Speaking Day Etiquette:** Never enter the classroom during a speech! Wait outside until the speech has ended before entering. Remember that the audience member has as much responsibility as the participants do. It is distracting and rude to interrupt a speech-remember a classmate's grade is being determined by his/her performance. Talking during speeches and lectures, reading or working on other material, passing notes, sleeping, or any other disruptive behavior will not be tolerated. Each member of the class is expected to applaud at the conclusion of the speeches. Please do not pack up to go until dismissed!

**Plagiarism:** According to plagiarism is [www.merriamwebster.com](http://www.merriamwebster.com)  
*transitive senses:* to steal and pass off (the ideas or words of another) as one's own: use (another's production) without crediting the source  
*intransitive senses:* to commit literary theft: present as new and original an idea or product derived from an existing source

You can commit plagiarism willfully by copying or stealing words or ideas or inadvertently by failing to properly cite your sources. Plagiarism of any kind is extremely serious and will not be tolerated in this course. There are Marquette policies in place to deal with this issue and can result in expulsion from the university. If you choose to plagiarize, at the very least, you will fail the class.

Please refer to: <http://www.marquette.edu/academics/regulations/acaddishonesty.html>

In accordance with the high standards of excellence set forth by and for all members of the Marquette University Community, the College of Communication finds it imperative that each student understand the responsibilities associated with the high standards of excellence that include ensuring all class work undertaken in this college is performed in an environment that promotes serious scholarship and moral rectitude. Therefore, the College herein delineates a zero-tolerance policy for acts of academic dishonesty. All acts of suspected academic dishonesty will be thoroughly investigated in a manner that is fair, timely, and efficient and done in a manner that protects the rights of both the faculty member and the student. Any individual that is found to have committed an act of academic dishonesty may receive a penalty up to and including expulsion from Marquette University.

**APA Format:** All written assignments must follow American Psychological Association citation. You CD is a wonderful source for how to properly cite a source. Failure to properly cite the works of others may result in inadvertent plagiarism and will not be tolerated.

## **COURSE SCHEDULE**

### **August**

**M Aug 29- Syllabus and Introduction**

**W Aug 31-Basic Principles of Communication**

DUE: Chapter 1 and "Giving your First Speech" pp. 73-83

### **September**

**M Sept 5- NO CLASS**

**W Sept 7- Ethics and Public Speaking**

DUE: Chapter 2 and 3

**M Sept 12- Introductory Speeches**

- 1:
- 2:
- 3:
- 4:
- 5:
- 6:
- 7:
- 8:
- 9:
- 10:

**W Sept 14- Introductory Speeches**

- 11:
- 12:
- 13:
- 14:
- 15:
- 16:
- 17:
- 18:
- 19:
- 20:
- 21:

**M Sept 19- Speaking to Inform and Choosing a Topic**

DUE: Chapter 14 and 4

**W Sept 21- Analyzing the Audience**

DUE: Chapter 5

M Sept 26- **Organizing the Body of the Speech**  
DUE: Chapter 8 and 9

W Sept 28- **Outlining the Speech**  
DUE: Chapter 10

**October**

M Oct 3- **Using Visual Aids and Delivering the Speech**  
DUE: Chapters 12 and 13

W Oct 5- **Library Research Day**  
DUE: Informative Speech Outline

M Oct 10- **Informative Speeches**

- 1:
- 2:
- 3:
- 4:
- 5:

W Oct 12- **Informative Speeches**

- 6:
- 7:
- 8:
- 9:
- 10:

M Oct 17- **Informative Speeches**

- 11:
- 12:
- 13:
- 14:
- 15:

W Oct 19- **Informative Speeches**

- 16:
- 17:
- 18:
- 19:
- 20:
- 21:

**M Oct 24- Introduction to Persuasive Speaking**

DUE: Chapter 15

**W Oct 26- Gathering and Using Materials**

DUE: Chapters 6 and 7

**M Oct 31- Methods of Persuasion**

DUE: Chapter 16 and Audience Analysis Assignment

**November**

**W Nov 2- Analysis of Persuasive Speeches**

DUE: Speech to be Assigned and Persuasive Speech Outline

**M Nov 7- Persuasive Speeches**

1:

2:

3:

4:

5:

**W Nov 9- Persuasive Speeches**

6:

7:

8:

9:

10:

**M Nov 14- Persuasive Speeches**

11:

12:

13:

14:

15:

**W Nov 16- Persuasive Speeches**

16:

17:

18:

19:

20:

21:

**M Nov 21- Commemorative Speaking**

DUE: Chapter 17

W Nov 23- **NO CLASS**

M Nov 28- **Using Language Effectively**

DUE: Chapter 11 and Commemorative Speech Manuscript

W Nov 30- **Commemorative Speeches**

- 1:
- 2:
- 3:
- 4:
- 5:
- 6:
- 7:

**December**

M Dec 5- **Commemorative Speeches**

- 8:
- 9:
- 10:
- 11:
- 12:
- 13:
- 14:

W Dec 7- **Commemorative Speeches**

- 15:
- 16:
- 17:
- 18:
- 19:
- 20:
- 21:

**FINAL**-Your Reflection Critique is due at the final.

**The 11:00-11:50 class FINAL is on Thursday December 15<sup>th</sup> at 8:00 am**

**The 2:00-2:50 class FINAL is on Wednesday December 14<sup>th</sup> at 8:00 am**

This syllabus is a working document and may change to suit the needs of the class.