Public Speaking (SPCH 1315)

Credit: 3 semester credit hours (3 hours lecture)

Prerequisite/Co-requisite: None.

Course Description

Application of communication theory and practice to the public speaking context, with emphasis on audience analysis, speaker delivery, ethics of communication, cultural diversity, and speech organizational techniques to develop students' speaking abilities, as well as ability to effectively evaluate oral presentations.

Required Textbook and Materials

There is one required textbook for this course:

> A Concise Public Speaking Handbook, 4th Edition. Steven A. Beebe and Susan J. Beebe

Choose _one_ of the following "Purchasing Methods":

- Purchase from the Pearson online store:
  - http://www.mypearsonstore.com/bookstore/concise-public-speaking-handbook-9780205897216?xid=PSED
- Purchase from the bookstore:
  - Concise Public Speaking Handbook, 4th Edition. Steven A. Beebe and Susan J. Beebe (Paper: ISBN 978-0-205-75370-3 or Electronic ISBN: 978-0-205-89721-6

Additional Materials:

- 1 package of 3x5 or 5x8 index cards.
- 2 Scantrons and a #2 pencil.
- Material for creating visual aids.
- Must have the ability to upload/print documents for class.
- **We will be using Blackboard for this course.**

Objectives

Course Objectives

Upon completion of this course, the student will be able to:

1. Demonstrate an understanding of the foundational models of communication.
2. Apply elements of audience analysis.
3. Demonstrate ethical speaking and listening skills by analyzing presentations for evidence and logic.
4. Research, develop and deliver extemporaneous speeches with effective verbal and nonverbal techniques.
5. Demonstrate effective usage of technology when researching and/or presenting speeches.
6. Identify how culture, ethnicity and gender influence communication.

7. Develop proficiency in presenting a variety of speeches as an individual or group (e.g. narrative, informative or persuasive).

Core Objectives

1. Critical Thinking Skills: To include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
2. Communication Skills: To include effective development, interpretation and expression of ideas through written, oral and visual communication.
3. Teamwork: To include the ability to consider different points of view and to work effectively with others
4. Personal Responsibility: To include the ability to connect choices, actions and consequences to ethical decision-making

Course Outline

A. Introduction to Public Speaking
   a. Speaking in Public
   b. The Audience-Centered Speechmaking Process
   c. Ethics and Free Speech
   d. Improving Your Confidence
B. Analyzing an Audience
   a. Listening
   b. Analyzing Your Audience
   c. Adapting to Your Audience as You Speak
C. Preparing a Speech
   a. Developing Your Speech
   b. Gathering Supporting Material
   c. Supporting Your Material
D. Crafting a Speech
   a. Organizing Your Speech
   b. Developing an Introduction
   c. Developing a Conclusion
   d. Outlining and Editing Your Speech
   e. Using Words Well
E. Delivering a Speech
   a. Methods of Delivery
   b. Nonverbal Communication
   c. Verbal Communication
   d. Delivering Your Speech
   e. Selecting Presentation Aids
   f. Designing and Using Presentation Aids
F. Types of Speeches
   a. Informative Speaking
   b. Understanding Principles of Persuasive Speaking
   c. Using Persuasive Strategies
   d. Speaking in Small Groups

Grade Scale

900-1000	A
800-899	B
700-799	C
600-699	D
599 or less	F

Course Evaluation

Final grades will be calculated according to the following criteria:

Five Speeches	50%
Homework, written assignments	30%
Tests/Evaluation	20%

Course Requirements

1. Basic computer skills including email, word processing, use of Internet, file management, uploading/downloading files and videos.
2. This course requires 5 speeches including written preparation:
   a. An introduction speech
   b. Two informative speeches
   c. Two persuasive speeches
3. Participation in classroom activities, completion of homework assignments, self-evaluations and listening assignments.

Technical Requirements

The latest technical requirements, including hardware, compatible browsers, operating systems, software, Java, etc. can be found online at:
http://kb.blackboard.com/pages/viewpage.action?pageId=71860304
A functional broadband Internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of the online technology and resources.

Course Policies

1. Students should spend a minimum of 3-6 hours a week on this course's assignments.
2. Plagiarism in this class will not be tolerated. Any assignment submitted that contains plagiarism will earn an automatic zero. Further action may be taken as determined by the instructor.
3. Each assignment in this class has a due date; late assignments will not be accepted.
4. See Individual Instructor for Additional Course Policies

Disabilities Statement

The Americans with Disabilities Act of 1992 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. Among other things, these statutes require that all students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodations for their disabilities. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409) 880-1737 or visit the online resource:
http://www.lit.edu/depts/stuserv/special/defaults.aspx

Course Schedule/Course Calendar will be provided by your instructor.

Contact information varies by instructor.