

# SPCH 1315 (9S3)

## CREDIT

3 Semester Credit Hours (3 hours lecture, 0 Lab hours lab)

Online

## 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.

## COURSE OBJECTIVES

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

- Demonstrate an understanding of the foundational models of communication.
- Apply elements of audience analysis.
- Demonstrate ethical speaking and listening skills by analyzing presentations for evidence and logic.
- Research, develop and deliver extemporaneous speeches with effective verbal and nonverbal techniques.
- Demonstrate effective usage of technology when researching and/or presenting speeches.
- Identify how culture, ethnicity and gender influence communication.
- Develop proficiency in presenting a variety of speeches as an individual or group (e.g. narrative, informative or persuasive).

## CORE OBJECTIVES MEASURED

- Critical Thinking Skills: To include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.
- Communication Skills: To include effective development, interpretation and expression of ideas through written, oral and visual communication.
- Teamwork: To include the ability to consider different points of view and to work effectively with others.

Approved: Initials/date



- **Personal Responsibility:** To include the ability to connect choices, actions and consequences to ethical decision-making.

## **INSTRUCTOR CONTACT INFORMATION**

Instructor: Dr. Casi Rekieta

Email: clrekieta@lit.edu

Office Phone: 409 - 951 -5726

Office Location: GEDS Department

Office Hours: By Appointment

## **REQUIRED TEXTBOOK AND MATERIALS**

Exploring Public Speaking, 4th Edition. This is a free e-book available online at <https://oer.galileo.usg.edu/communication-textbooks/1/> in Word, PDF and EPUB (earlier editions) formats.

Students can also view and download the PDF attachment on Blackboard.

## **ATTENDANCE POLICY**

### **DROP POLICY**

If you wish to drop a course, you are responsible for initiating and completing the drop process by the specified date as listed in the College Calendar on the [Student Success](#) web page. If you stop coming to class and fail to drop the course, you will earn an “F” in the course.

## **COURSE CALENDAR**

| <b>DATE</b>                  | <b>TOPIC</b>                          | <b>READINGS<br/>(Due on this Date)</b>                                                                                        | <b>ASSIGNMENTS<br/>(Due on this Date)</b>          |
|------------------------------|---------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|
| Week 1:<br>01/20 to<br>01/25 | Welcome & Intro to<br>Public Speaking | Read & Review Syllabus,<br>Course Calendar, Chapter<br>1: Basics of Public<br>Speaking, Appendix C:<br>Public Speaking Online | Self-Introduction Post                             |
| Week2:<br>01/26 to<br>02/01  | Audience Analysis &<br>Listening      | Chapter 2: Audience<br>Analysis & Listening,<br>Review plagiarism lecture                                                     | Plagiarism Quiz (100<br>points) (Homework:<br>10%) |
| Week 3:<br>02/02 to<br>02/08 | Developing Speech<br>Topics           | Chapter 4: Developing<br>Speech Topics                                                                                        | No Assignment Due –<br>Work on Upcoming<br>Speech  |

|                               |                             |                                                                                             |                                                                               |
|-------------------------------|-----------------------------|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| Week 4:<br>02/09 to<br>02/15  | Organizing Your Speech      | Chapter 6: Organizing & Outlining Your Speech, Review Rekieta's Lecture on Outlining        | Speech #1: Introduction Speech (100 points) (Speeches: 10%)                   |
| Week 5:<br>02/16 to<br>02/22  | Supporting Speech           | Chapter 7: Supporting Speech Ideas                                                          | No Assignment Due – Work on Upcoming Speech                                   |
| Week 6:<br>02/23 to<br>03/01  | Researching Your Speech     | Chapter 5: Researching Your Speech, Purdue Owl (MLA Packet), Review Online Library Database | Speech #2: Tribute Speech (100 points) (Speeches: 10%)                        |
| Week 7:<br>03/02 to<br>03/08  | Effective Delivery          | Chapter 11: Delivery, Chapter 10 section 10.3                                               | Midterm Exam (100 points) (Test: 10%)                                         |
| 03/09 to<br>03/15             | SPRING BREAK                |                                                                                             |                                                                               |
| Week 8:<br>03/16 to<br>03/22  | Midterm                     | Review Materials from Week 1-7                                                              | No Assignment Due – Work on Upcoming Library Research Assignment              |
| Week 9:<br>03/23 to<br>03/29  | Presentation Aids           | Chapter 9: Presentation Aids, Creating & Designing PowerPoints                              | Library Research (100 points) (Homework: 10%)                                 |
| Week 10:<br>03/30 to<br>04/05 | Informative Speech          | Chapter 12: Informative Speech                                                              | Speech 3: Informative Speech (100 points) (Speeches: 10%)                     |
| Week 11:<br>04/06 to<br>04/12 | Ethics of Public Speaking   | Chapter 3: Ethics of Public Speaking                                                        | Extra Credit Quiz Due                                                         |
| Week 12:<br>04/13 to<br>04/19 | Persuasive Speaking         | Chapter 13: Persuasive Speaking                                                             | No Assignment Due – Work on Upcoming Speech                                   |
| Week 13:<br>04/20 to<br>04/26 | Persuasive Speaking         | Chapter 14: Logical Reasoning, Monroe's Motivated Sequence Packet                           | Speech 4: Problem-Solution (100 points) (Speeches: 10%)                       |
| Week 14:<br>04/27 to<br>05/03 | Introductions & Conclusions | Chapter 8: Introductions & Conclusions                                                      | No Assignment Due – Work on Upcoming Speech                                   |
| Week 15:<br>05/04 to<br>05/10 | Special Occasion Speaking   | Chapter 15: Special Occasion Speaking                                                       | *Speech 5 is due by 11:59 p.m. on Tuesday, May 5 <sup>th</sup> . (200 points) |

|                               |                 |                                    |                                                                                                                       |
|-------------------------------|-----------------|------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
|                               |                 |                                    | (Common Assignment: 20%)                                                                                              |
| Week 16:<br>05/11 to<br>05/12 | Final Exam Week | Review Materials from<br>Week 1-15 | Final Exam (100 points)<br>(Test: 10%)<br>**The final exam is due<br>by Monday, May 11 <sup>th</sup> at<br>11:59 p.m. |

## COURSE EVALUATION

Final grades will be calculated according to the following criteria:

**Speeches: 40%**

**MMS Speech (Common Assignment) 20%**

**Exams: 20%**

**Homework/Participation: 20%**

## GRADE SCALE

- 90-100 A
- 80-89 B
- 70-79 C
- 60-69 D
- 0-59 F

## TECHNICAL REQUIREMENTS

For the latest technical requirements, including hardware, compatible browsers, operating systems, etc., review the Minimum Computer and Equipment Requirements on the [LIT Online Experience](#) page. A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of online technology and resources.

## DISABILITIES STATEMENT

The Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. LIT provides reasonable accommodations as defined in the Rehabilitation Act of 1973, Section 504 and the Americans with Disabilities Act of 1990, to students with a diagnosed disability. The Special Populations Office is located in the Eagles' Nest Room 129 and helps foster a supportive and inclusive educational environment by maintaining partnerships with faculty and staff, as well as promoting awareness among all members of the Lamar Institute of Technology community. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409)-951-5708 or email [specialpopulations@lit.edu](mailto:specialpopulations@lit.edu). You may also visit the online resource at [Special Populations - Lamar Institute of Technology \(lit.edu\)](#).

## **STUDENT CODE OF CONDUCT STATEMENT**

It is the responsibility of all registered Lamar Institute of Technology students to access, read, understand and abide by all published policies, regulations, and procedures listed in the *LIT Catalog and Student Handbook*. The *LIT Catalog and Student Handbook* may be accessed at [www.lit.edu](http://www.lit.edu). Please note that the online version of the *LIT Catalog and Student Handbook* supersedes all other versions of the same document.

## **ARTIFICIAL INTELLIGENCE STATEMENT**

Lamar Institute of Technology (LIT) recognizes the recent advances in Artificial Intelligence (AI), such as ChatGPT, have changed the landscape of many career disciplines and will impact many students in and out of the classroom. To prepare students for their selected careers, LIT desires to guide students in the ethical use of these technologies and incorporate AI into classroom instruction and assignments appropriately. Appropriate use of these technologies is at the discretion of the instructor. Students are reminded that all submitted work must be their own original work unless otherwise specified. Students should contact their instructor with any questions as to the acceptable use of AI/ChatGPT in their courses.

## **STARFISH**

LIT utilizes an early alert system called Starfish. Throughout the semester, you may receive emails from Starfish regarding your course grades, attendance, or academic performance. Faculty members record student attendance, raise flags and kudos to express concern or give praise, and you can make an appointment with faculty and staff all through the Starfish home page. You can also login to Blackboard or MyLIT and click on the Starfish link to view academic alerts and detailed information. It is the responsibility of the student to pay attention to these emails and information in Starfish and consider taking the recommended actions. Starfish is used to help you be a successful student at LIT.

## **ADDITIONAL COURSE POLICIES/INFORMATION**

1. Academic Dishonesty (Cheating, plagiarism, etc.) will not be tolerated. On the first offense, you will fail the assignment. On the second offense, you will fail the class.
2. Student assignments are accepted solely on Blackboard. Work will not be accepted via email or in person. It is the student's responsibility to learn to use Blackboard appropriately.
3. Blackboard training is offered to students at no cost.
4. **No late work is accepted under any circumstances.**
5. If you email the instructor during the week, the instructor has 24 hours to respond and, on the weekend, it will be the following Monday.
6. Speech requirements are listed below. Failure to comply with all requirements on a speech assignment will result in a zero grade for that speech.
  - a. Students must submit:
    - i. Full sentence/preparation outline
    - ii. Works Cited page
    - iii. Visual aid
    - iv. Speech video

- b. The audience must have a minimum of 3 adult members. Failure to have all 3 audience members will result in a zero.
- c. Student speech videos must clearly show the front of the student and the 3 adult audience members throughout the entire speech. Failure to do so will result in a zero.
- d. Videos must be unedited. Edited videos will result in a zero.
- e. Videos must be correctly uploaded to YouTube with an “unlisted” or “public” privacy setting. If you set it to “private” I will not be able to view it and therefore it is as if you didn’t turn it in and will receive a zero.
- f. Videos must be focused (not blurry, fuzzy, etc.) and must not have background noise such as babies, children, pets, TVs, cell phones, etc. Please make sure the lights are on in the room. If the room is dark while presenting will result in a letter grade.
- g. Students are expected to dress appropriately for speeches. Please dress BUSINESS CASUAL if not, **will result in a letter grade penalty**. EX. (Polo Shirt and Khakis and **Not JEANS**, joggers etc..). Sometimes in the online course people get “too comfortable” when speaking in their own homes. Wearing ball caps, inappropriate clothing or chewing gum, not wearing shoes, etc. during a speech will result in a letter grade penalty. Remember this course is a college course and you are giving professional/formal presentations. Think about the impression your dress might make on your audience.
- h. You are expected to **WATCH** your videos. Watch them before you post to YouTube. Ask yourself, “Is this my best work?” If not, you may have to record it again. Do not let the first ‘take’ be the only time you do your speech. *You should practice many times before you ever bring in the audience and the camera.*
- i. Speeches that are read will be penalized up to 2 letter grades per speech. The goal of this class is to speak extemporaneously; well-researched, well-rehearsed, effective use **of notecards**, and overall well-prepared speeches are the expectations. Reading is not effective or acceptable.
- j. Speeches will receive a penalty if they are not in the assigned time limit. The penalty is 1 point per 5 second increment, over or under time.