



COMM 102 Introduction to Public Speaking
Bridgewater State University
25 May- 26 June Summer 2020
WEB COURSE

Note:

“Picture yourself in a living room having a chat with your friends. You would be relaxed and comfortable talking to them. The same applies when public speaking.” - Richard Branso

Instructor

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Required Textbook

Gamble, T.W. & Gamble, M.W. (2018). The public speaking playbook, 2nd edition.
Thousand Oaks: Sage.

Course Description

This course is an introduction to the practical skill of public speaking. It emphasizes the basic principles of research, organization, and delivery in the construction of effective public presentations. Civic aspects of public speaking will also be addressed with attention to critical listening and evaluation of public communication.

Course objectives

- 1) Provide students with the needed information, skills and practice to competently deliver public presentations in a variety of professional settings.
- 2) Enhance the ability of students to become competent evaluators of public speaking and presentations.

Learning Outcomes

Upon the completion of this course students will be able to:

- 1) analyze the role of the audience and purpose in different speech contexts.
- 2) develop, organize and deliver effective public presentations.
- 3) find, evaluate, and use quality research in designing and delivering public presentations.

- 4) prepare and utilize appropriate visual information to enhance a message.
- 5) evaluate public presentations in terms of organization, evidence, and deliver.

The Internet

We now have more speeches at our fingertips than ever before. Have you seen one recently? Maybe a moving graduation speech that got shared over social media? A TED Talk that got you thinking about something new? A video of a famous speech from an iconic film or political event? A stranger's ugly, impromptu public rant that went viral? Communication skills are consistently among the list of most desirable traits that employers look for in a job search. Not just written communication, but spoken communication, too. Whether you want to go into business, a creative field, a medical or political career, criminal justice work, education, or more, it's quite likely that at some point you are going to be asked to speak publicly. That's where this class comes in. We'll discuss the elements of a great speech, whether it's carefully planned ahead of time complete with visual aids, or something more impromptu that you have to give with little prep time. The plan is to practice, practice, practice until you really begin to feel comfortable speaking in front of other people, so that when the time comes to do so on the job or in a leadership role, you'll be prepared and confident!

Academic Integrity

Each student in this course is expected to abide by the Bridgewater State University's Academic Integrity Policy. Any work submitted by a student in this course for academic credit will be the student's own work. **At Bridgewater State University, academic honesty is expected of all students; plagiarism and cheating are not condoned and are subject to academic penalty, which may result in a failure for the course in which the violation took place. A violation may result in a reduced grade, suspension, or dismissal from the university. Academic misconduct includes, but is not limited to, plagiarism, cheating, and dishonest practices.**

Policy on Late-Work

The policy is simply if you do not complete the work during the window of opportunity given, you will lose ONE FULL GRADE off the assignment if you submit it within 3 weekdays. You will lose TWO full grades if you submit it over a week later and you receive a ZERO for work anything over a week. The CAVEAT to this policy is during the last week of class. If you cannot complete an assignment that is given during the finals period then you will automatically receive a ZERO for said assignment. If you cannot complete an assignment because of an illness then you MUST provide WRITTEN documentation that I find to be valid in order to get any points for an assignment. I determine what is considered valid and acceptable documentation.

Deadlines

Assignments must be submitted as scheduled. You are required to submit a copy online/blackboard. Assignments submitted after the established deadline will receive lower grades.

Assignment Descriptions and Grading Policies

Grading:

Reading Reflections Reports	15%
Introduce Yourself	5%
Informative Speech	15%
Persuasion Speech#1 (Question of Fact, Value, Policy)	15%
Persuasion Speech #2 (Problem/Solution Speeches)	15%
Speaking Forums	10%
Speaking Reflections	10%
Exams 1 &2	15%
TOTAL	100%

Final Grades are based upon the following scales

92.5-100=A, 89.5-92.49=A-, 87.5-89.4=B+, 82.5-87.49=B, 79.5-82.49=B-, 77.5-79.49=C+, 72.5-77.49=C, 69.5-72.49=C-, 67.5-69.49=D+, 62.5-67.49=D, 59.5-62.49=D-
59.49 and below=F

General Policies

- Increase the knowledge of the college community and share what you know. Everyone is here to learn. Speak up in the discussion board and provide meaningful feedback. Your unique contribution is what makes virtual class an interesting educational experience.
- Make sure you are familiar with BSU's student [policy on email](#). The short version: you need to check it.
- Keep electronic files for ALL assignments (on a jump drive, or your school G drive, online backup service like Google or [Mozy](#)), in case something goes awry.
- Making sure you can successfully access documents on Blackboard (prior to any due dates) is one of your responsibilities as a student, so make sure you've checked assignments out beforehand, so we can address any hiccups before they become crises. All course information and assignments will be distributed on Blackboard; if you're having trouble with Blackboard, check out their [help page](#).
- Take careful note of the required reading and assignment due dates for the course. Due dates are indicated on the schedule ("I forgot" or "I didn't know" aren't good reasons for missing assignments). Any changes in the schedule will be discussed and announced on the Discussion Board. You are responsible for any changes or information announced. Make sure to follow up with classmates or to check blackboard announcements.
- I only extend an "Incomplete" as a final grade option for this class.

Individual Class Participation

Online class attendance is expected. Students are responsible for preparing daily for class reading assignments; exams; and any announcements concerning course policies, dates, and schedule changes. If a student misses a class, it is his or her responsibility to acquire the lecture information and any materials missed.

Email

Students are required to use their BSU email account for correspondence relating to this course. Students who prefer an alternate email account may activate the forwarding system in their BSU account. Students are responsible for announcements made by email. Please pay attention to the subject line and include the course number (COMM 102 in all emails sent to the instructor. Make the main point clear in the subject line. For example, COMM 102 Persuasive Speech Outline. Proof read and spell-check your email before hitting the "Send" button. An answer to your emails will arrive within 24hours.

Blackboard

Many of the courses at Bridgewater State University enhance course websites developed through the Blackboard learning portal. Through access to Blackboard course sites, students may gain access to course syllabi, materials and other information posted by the professors; engage in online discussions; collaborate with fellow students; view grades on assignments and tests in a course; and, at times, take quizzes or prepare for exams in the online environment. All students are required to enroll in Blackboard for the course. Students are responsible for announcements made on Blackboard.

Academic Honesty

- Academic integrity means that: students must not adopt or reproduce ideas, words, or statements of another person without appropriate acknowledgement. Students must give credit to the originality of others and acknowledge indebtedness (cite the source) whenever he or she does any of the following: **quotes** another person's actual words, oral or written; **paraphrases** another person's words, oral or written; uses another person's **idea, opinion, or theory**; borrows **facts, statistics, or other illustrative material**.
- Academic integrity also means that students may not re-use material submitted for any other class. This includes classes you are retaking. Assignments fall under a "one and done" framework - once submitted, they cannot be used again for credit. Ever. This [guide](#) has helpful information on avoiding plagiarism, including self-plagiarism.
- All written work will be uploaded to Safe Assign which compares documents to articles and websites as well as previously submitted papers. Please ensure that all work submitted as your own, is your own. Violating the Academic Integrity Policy will result in a zero for the assignment, and depending on how serious the violation is, may also mean failing the class as well as further action by the university.
- If you haven't yet, I strongly suggest reviewing BSU's [Academic Integrity](#) policy and procedures.

Sexual Violence Advocacy and Support Center

The Sexual Violence Advocacy and Support Center (SVASC) is part of the President's Division at Bridgewater State University and reports directly to the Title IX Coordinator. <https://my.bridgew.edu/departments/SexualViolenceAdvocacy/SitePages/Home.aspx>

The Academic Achievement Center AAC

<https://my.bridgew.edu/departments/AAC/SitePages/Home.aspx>

Speeches

There are three required speeches for this course: Informative speech and two different persuasion speeches. On the day you speak you must **UPLOAD TO BLACKBOARD** a typed 12 pt. Font **FORMAL** outline and bibliography (using a style manual of APA, MLA, or Chicago), prior to speaking. If you do not have the outline you will be able to speak on that day, but you have **ONE** hour to get it to me in person or by e-mail. If not, it is an automatic **ZERO!!** No **EXCEPTIONS!** Time limits for the speeches: Informative, 4-6 minutes, Persuasion Speeches, 5-7 minutes, Hero Introduction 3-5 minutes. Points will be taken off, if you are under or over time. 0-14 seconds (0 pts.), 15-29 sec. (1 pt.), 30-40 (2 pts). 41-50 (3pts.) 51-59 (4 pts), every minute over or under is 5 pts.! Instructions on the various components for the speeches will be discussed in virtual class ahead of time. Those guidelines are also on Blackboard. Another aspect of this class is that you **MUST** submit to **BLACKBOARD, PRIOR TO SPEAKING, A WRITTEN, FORMAL OUTLINE!** That is **PART OF YOUR SPEECH GRADE!** There may be other speeches/debates that we do during the semester that may or may not be graded. It is your responsibility to be there for those days to participate with everyone for your grade. Part of your participation grade is being here in class, contributing to the class, and contributing to the speaking forums online.

Exams: There will be two public speaking exams throughout the semester. The exams are **TIMED** so you will have to make sure you budget your time well and study ahead of time. The format of the exam will consist of multiple-choice, true/false, matching, and/or short-essay items that you must answer. The questions for the exam will come from the audio, video, and in-class lectures and textbook materials. Make sure you **READ** and **KEEP-UP!** For those of you who take it on Blackboard once you begin you **CANNOT** go back. So make sure that you have your notes and everything you need to take the exams.

Online Evaluation Forums

Part of being a good public speaker is to not only learn how to construct and give speeches, but also how to evaluate others. I believe that one of the best ways to learn public speaking, good and bad, is to **MODEL** what others have done (both good and bad).

EACH FORUM IS WORTH 5 POINTS! YOU MUST DO THE FORUM IN THE ALLOTTED TIME TO GET ANY CREDIT FOR THE FORUM. IF YOU DO NOT IT IS A ZERO! WE WILL TRY TO DO SOME OF THESE FORUMS IN-CLASS, BUT SOME MIGHT REQUIRE SOME OUTSIDE WORK.

Speaking Reflections

You will be required to record yourself in class at least two out of the 3 speeches and reflect on your specific performance. Considering that all of you have smart phones it should be fairly easy to bring your phone, have a classmate record your performance, you evaluate that performance and write up a ½ to 1-page critique of yourself (longer than a discussion forum post) regarding specific criteria we have discussed for speeches in lecture, in-class, and viewing other speeches. Each reflection is worth 25 points apiece.

Overall Grading Standards for Speeches

The average speech (grade C) should meet the following criteria:

1. Conform to the kind of speech assigned (informative, persuasive, etc.)
2. Be ready for presentation on the assigned date
3. Conform to the time limit.
4. Fulfill any special requirements of the assignment such as preparing an outline, using visual aids, conducting an interview, etc.
5. Have a clear specific purpose and central idea.
6. Have an identifiable introduction, body, and conclusion.
7. Show reasonable directness and competence in delivery.
8. Be free of serious errors in grammar, pronunciation, and word usage.

The above average speech (grade B) should meet the preceding criteria and also:

1. Deal with a challenging topic.
2. Fulfill all major functions of a speech introduction and conclusion.
3. Display clear organization of main points and supporting materials.
4. Support main points with evidence that meets the tests of accuracy, relevance, objectivity, and sufficiency.
5. Exhibit proficient use of connectives --transitions, internal previews, internal summaries, and 6 signposts.
6. Be delivered skillfully enough so as not to distract attention from the speaker's message.

The superior speech (grade A) should meet all the preceding criteria and also:

1. Constitute a genuine contribution by the speaker to the knowledge or beliefs of the audience.
2. Sustain positive interest, feeling, and/or commitment among the audience.
3. Contain elements of vividness and special interest in the use of language.
4. Be delivered in a fluent, polished manner that strengthens the impact of the speaker's message.

The below average speech (**grade D or F**) is seriously deficient in the criteria required for the C speech.

Class Calendar

Week 1

Introductions, course policies, making it relevant, Read/summarize - Ch. 2, 3, 4, 5:
Basic structures, ethics, listening, and audience Due: Reading Reflection 1;
Speech of Tribute

Week 2

Read/summarize - Ch. 6, 10, 11, 18 - Selecting a topic, outlining, introductions, speaking to inform Due: Reading Reflection 2. Exam 1.
Informative Speech

Week 3

Read/summarize - Ch. 7, 8, 12, 13: Finding and evaluating re-search, integrating support, conclusions, and wording Due: Reading Reflection 3.
Persuasive Speech

Week 4

Read/summarize - Ch. 14, 16, 19, 20 – Critique: Styles of delivery, physical aspects of delivery, preparing to persuade Due: Reading Reflection 4; informative speeches (with outline + sources).
Final speeches, program wrap-up

Week 5

Exam 2
Final speeches, program wrap-up

Thank you!