



COMM 102: Introduction to Public Speaking

Bridgewater State University

June 1 – June 28

Summer 2021

Instructor: Dr. Jason Edwards

Location: Online

Credits: 3

Office Hours: Zoom link on Blackboard

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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 will emphasize 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.

A Note on the Online Status of this course: This particular section of public speaking is online. What that means is that all of the course content will be found online. Additionally, you will be performing your speeches online and uploading them to our Blackboard site. I have posted a number of audio/video lectures, notes, speeches examples, ideas, and expectations for your speeches. It is **YOUR RESPONSIBILITY TO KEEP UP WITH THIS MATERIAL!** To enhance your public speaking experience I will be offering public speaking forums/evaluations where you will be required to respond to a specific speech prompt each week. In other words you might have to evaluate a person's speaking style, use of evidence, topic selection, etc., based upon the criteria that we discuss in class. **YOU MUST RESPOND TO THESE FORUMS FOR YOU TO RECEIVE THOSE PARTICULAR POINTS! FAILURE TO RESPOND WILL RESULT IN A ZERO FOR THAT PARTICULAR WEEK!**

Being online gives those an opportunity who do not like to speak up in class more opportunity to convey their ideas and for you to respond to them. However, you must also note that it requires you to CHECK-IN on fairly regular basis (e.g. 2-3 times per week) to examine the discussions, respond to people, etc. If anyone has any particular concerns please contact me immediately!

Learning Outcomes:

- 1) Students will be able to analyze the role of the audience and purpose in different speech contexts.

- 2) Students will be able to develop, organize and deliver effective public presentations.
- 3) Students will be able to find, evaluate, and use quality research in designing and delivering public presentations.
- 4) Students will be able to prepare and utilize appropriate visual information to enhance a message.
- 5) Students will be able to evaluate public presentations in terms of organization, evidence, and delivery.

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.

Accommodations for Students with Disabilities: Bridgewater State University is committed to ensuring equal academic opportunities and inclusion for students. In accordance with BSU policy, I am available to discuss appropriate accommodations that you may require as a student with a disability. Requests for accommodations should be made during the drop/add period so that proper arrangements can be made. Students should register with the Disability Resources/ADA Compliance Office in the Maxwell Library Academic Achievement Center (x1214) for disability verification and determination of reasonable academic accommodations.

Attendance Policy: Considering this is an online class there is no set attendance policy. However, I expect that you will submit your assignments during the time periods that I put forward. Typically, I will give you at least one week to complete each assignment. That assignment must be done during that week. If you cannot complete it during that time you're your grade will suffer accordingly (see my policy on late work below).

Policy on Late-Work: My 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.

Additional Policies and Procedures:

- 1) All assignments should be uploaded to **BLACKBOARD**. **I will provide specific instructions as to how to upload speeches on your specific assignment sheets for each speech.**
- 2) All speeches and/or assignments are due at **11:59pm** on a date that I designate. If it is handed in, even ONE minute, after that date and time then it is deemed late. You will receive ONE FULL GRADE off on your assignment. There is a time stamp for all assignments uploaded to Blackboard so I know when you hand in assignments.
- 3) All written assignments are to be typed, 12 pt. font, Times New Roman, 1” margins.
- 4) It is your responsibility to drop the course if you feel you cannot handle the work load. It is your responsibility to collect any notes, handouts, etc. All handouts will be on our **BLACKBOARD** account. It is your responsibility to go to the **BLACKBOARD** site and obtain any information about this course.
- 5) If you have to, submit your work ahead of time. You will never be punished for doing your work early. Only excused, documented absences will be considered and I make the final decision on those excuses.
- 6) You **MUST** complete the exams in the exam window that I give you, which is typically a full week to do so. If you know you will miss an exam or an assignment due date ahead of time, I expect that you will talk to me before the exam or assignment and make arrangements so that you may complete your work. If you miss the exam, it is your responsibility to **contact me** about your absence and schedule a time for a make-up. Typically, make-up exams (unless it is a set of unusual circumstances) will occur within a day or two of the exam. Full credit for make-up exams will only be for those that have documented excuses (i.e. a bus fell on you). If you don't have documentation, then you automatically lose ONE full grade for the assignment. If I don't hear from you regarding your absence then you automatically lose ONE full grade.
- 7) Plagiarism of any kind will not be tolerated. You **MUST** cite all sources and attribute all material you get from other places to the proper sort. Plagiarizing material in any sense is a serious violation of university policy. Anyone caught plagiarizing will receive a **ZERO** for the assignment, perhaps an F for the course, and further action taken by the university.
- 8) You are responsible for checking your Bridgewater E-mail Account. Any e-mail messages will be sent there. You, I believe, can have your e-mail forwarded to your main account, but it is important that you check your Bridgewater account.

Assignment Descriptions and Grading Policies:

Grading: Public Speaking Exam(s)—200 points

Informative Speech—100 points

Persuasion Speech #1 (Question of Fact, Value, Policy)—100 points

Persuasion Speech #2 (Problem/Solution Speeches)—100 points
 Speaking Forums—50 points
 Speaking Reflections—50 points

Final Grades are based upon the following scale:

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		

A NOTE ABOUT ONLINE PUBLIC SPEAKING

There are **THREE** major speeches required for this course (Informative, Two Persuasion Speeches). For each speech I have created guidelines as to how to proceed with those speeches. However, let me offer some general guidelines for how to conduct public speaking online.

- 1) All speeches **MUST** be recorded and uploaded to a YouTube site that you create. And then you upload your outline/works cited page and the LINK of the YouTube speech so that I can view it.
- 2) You **MUST POST YOUR SPEECH TO A SPEAKING FORUM** that I set up for each speech. **FAILURE TO DO SO** will result in an automatic ONE FULL GRADE (e.g. from B to C) on that speech result. You must then **WRITE** a short reaction to **EACH** of your classmate's presentation (very similar to your reaction to the Speaking Forums).
- 3) Begin your speech by stating your name and what kind of speech it is.
- 4) Then turn your camera (whatever camera you want to use...cell phone, tablet, whatever) so that I can see you (**PLEASE STAND UP**).
- 5) Then have the camera turn back to you where you will proceed to present your speech.
- 6) Upload the speech to a **YOUTUBE** account immediately. Any kind of editing of your performance will be considered a violation of class policies and result in an immediate **ZERO**. Specific instructions on how to upload speeches to Blackboard are on each guide sheet.
- 7) Submit a formal outline and works cited page **AND YOUTUBE** link to Blackboard (YouTube is just easier for me to view and it is easy to set up a YouTube account).

Additionally, you must upload a **WRITTEN, FORMAL** outline of your speech to Blackboard with your video speech. I have provided a template that all of you can use to craft your outlines.

Time limits for speeches: Informative, 4-6 minutes and Persuasion Speeches, 5-7 minutes. I will take off points 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.!

Feel free to send me outlines or drafts of speeches PRIOR to your presentation. Give me at least 48 hours ahead of time so that I may review it and send you some feedback.

Exams: There will be two public speaking exams throughout the term. 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 lectures and textbook materials. Make sure you **READ** and **KEEP-UP!** I typically provide a window of 72 hours or more for you to complete the exam. However, again it is timed. 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). Thus, I will be providing several forums where all of you will have the ability to evaluate another person's speech. You will not be formally evaluating them by filling out a critique sheet and giving them a grade. Rather based upon what we have learned and what I expect from you with regard to your speeches you will evaluate those speeches based upon those criteria, provide an evaluation (e.g. give them a grade), and then tell me **WHY** you gave the evaluation you did. Evaluations shouldn't be short one-sentence evaluations. Rather, I expect you to put some thought into the evaluation. All of you must write **at LEAST ONE FULL PARAGRAPH** describing the criteria you used to base your decision. Remember, the criteria you use we will talk about online. That criteria you use should be based upon the items that I will be grading you on. Not your own feelings and sentiments. Again, **ONE** paragraph is the minimum. However, if you want to get the most points the more thought you put into your post, the more evidence you use from the presentation/lectures/speech, etc to back up your points the better.

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!

P.S. I grade the speaking forums on a rolling basis, which means I grade them one at a time so if you see you have a grade of 5/50 or something it probably means I have only graded one speaking forum or you have only done one or two.

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 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.

COURSE SCHEDULE

***Note this is a summer class so everything is condensed. You need to stay on top of things.**

<u>Date</u>	<u>Topic of Discussion</u>	<u>Reading</u>
Week 1	Lecture of History of Public Speaking Ethics Public Speaking/CA/Topic Selection (Unit 2) Audience Analysis/Organization/Outlining (Unit 3) Introduce Yourself Speeches (DUE 6/4/21—11:59pm)	(Unit 1) G&G, Ch. 1-3, 5, 9-12
Week 2	Evidence/Support/Research (Unit 4) Delivery/Visual Aids (Unit 5) Speaking to Inform/Informative Speeches (Unit 6) PUBLIC SPEAKING EXAM #1—ONLINE (DUE 6/8/21 11:59pm) INFORMATIVE SPEECHES SUBMIT DUE (6/11/21—11:59pm)	G&G, Ch. 7-8 G&G Ch. 15-18

Week 3	Persuasion/Methods of Persuasion (Unit 7) Persuasion Speech #1 (DUE 6/18/21 11:59pm)	G&G 19-20
Week 4/5	Special Occasion Speeches/Presenting Online/Leadership and Storytelling (Unit 8) Speaking Reflection #1 (DUE 6/21/21 11:59pm) EXAM #2 (DUE 6/25/21 11:59pm) Persuasion Speech #2 (6/28/21 11:59pm) Speaking Reflection #2 (6/28/21 11:59pm)	G&G 22, 24, 26

***This schedule is tentative. I reserve the right to make any changes needed.
ALL CHANGES WILL BE ANNOUNCED AHEAD OF TIME.**