Course Goals: The objective of this course is to learn the fundamental principles and practices of oral communication as well as to begin to explore rhetorical strategies in persuasive settings. The class is designed to give you an understanding of your own speaking and listening skills.


The Lucas book is not a required text. An earlier edition can be acquired on Amazon for less than 5 dollars. It is a nice reference resource and will be referenced a few times.

Requirements:
Attendance and participation: 10%
Introductory Speech: 10%
Informative Speech: 15%
Persuasive Speech: 15%
Epideictic Address: 10%
Group Presentations: 15%
Final Exam: 20%

1) Attendance and Participation: Your attendance is mandatory. Excessive absences without documentation will adversely affect grades. Tardiness will also be counted against your grade. If you are late on a speech day – wait until applause is heard from a classmate’s completed speech before entering the room. Class participation is also encouraged. Your insight into topics of discussion is important.

2) Make-up Work: Being present on your assigned speech day and exam days are very important. Without proper documentation for missing a speech day makeups will be penalized one letter grade per class period it is late. No speeches will be accepted more than one week late except in approved emergency situations.

3) Professionalism: All students are expected to behave in a professional and courteous manner towards those giving presentations. Commentary on another student’s presentation is to be respectful and cultivating a manner in which everyone feels comfortable expressing his or her
own feelings or perspective regardless of how many in the class agree or disagree with the perspective.

4) Plagiarism: Don’t do it. Cite all references.

5) Cell phones: Turn off your cell phones, etc. before class. In the event that you need to leave them on for something important, I expect that you will speak to me privately for permission before doing so.

Disabilities: If any students require special arrangements for disabilities, they will be accommodated.

Tentative Schedule:

1/24 - Course Introduction/Syllabus/Introductory Speech Assignment

1/31 - **Introductory Speeches**, The tradition and practice of public speaking (chapters 1 and 2)

2/7 - Research, Delivery, and Informative Speaking (Chapters 3, 4, and 10)

2/14 - Impromptu Exercise 1, Visual Aids, Outlining, and Creating Informative Speeches (Chapters 5, 9, and 11)

2/21 - Informative Speech Audience Analysis, Epideictic Address (Chapters 15 and 16) Research Skills and Resources, Informative Speech Workshop

2/28 **Informative Speeches**

3/7 Persuasion, Reasoning, and Creating Persuasive Speeches (Chapters 12-14)

3/14 No Class Spring Break

3/21 Epideictic Speech Workshop, Impromptu Exercise 2,

3/28 Speaking Environment, Audience Analysis, Language, Listening (Chapters 6-8, Lucas supplement)

4/4 **Epideictic Speeches**

4/11 - Persuasive Audience Analysis; Small Group Communication Group Decision Making Exercises, Persuasive Workshop

4/18 **Persuasive Speeches**

4/25 – No Class – Instructor out of State – Meet with Groups to prepare group project
5/2 - **Group Projects Due**, Exam Review – Last day of Class

5/16 - Final Exam 6:00 – 8:30

Days Designated as a Speech Workshop day are dedicated to in class work time on speeches and an opportunity for instructor feedback on the speeches. Come prepared with any electronic devices you need to prepare your speech.

**Basic Speech Grading Rubric**

- 10% - Introduction
- 10% - Audience Analysis Surveys
- 10% - References used and cited within speech
- 20% - Outline
- 20% - Structure and Content in the presentation
- 20% - Style
- 10% - Conclusion

**Assignments Outline**

**Audience Analysis Surveys**

For the informative and persuasive speeches – surveys regarding attitudes towards the topic or content of the speech are a requirement worth 10% of the assignment grade. Surveys are conducted in class typically 2 meetings before a speech is due.

**Introductory Speech**

Time: 2-4 Minutes
Turn in: Outline
Details: Select a newspaper article or advertisement from the day you were born. If you cannot find one from the exact day, find the same day from a different year. Use the article to tell your audience something interesting about yourself.

**Informative Speech**

Time: 7-9 minutes
Turn in: Outline, works cited
Details: You may choose most any topic as long as it is approved by the instructor. Prepare an informative speech about the topic incorporating at least 3 sources.

**Epideictic Address**

Time: 3-7 minutes
Turn in: Outline, Works Cited
Details: Create an epideictic address from one of the following topics: Eulogy for self, best man/maid of honor speech for a friend, award acceptance speech, graduation speech.

Persuasive Speech

Time: 8-10 Minutes
Turn in: Outline, works cited
Details: Topics must be approved. Prepare a persuasive speech that incorporates at least 5 sources.

Group Project

Time: 25-30 minutes
Turn in Outline, works cited, signed list of who accomplished what elements of the presentation.
Details: Create a 25-30 minute presentation on an issue and highlight two non-profit organizations that are designed to address that issue. Your presentation must incorporate at least 7 sources.

Final Exam

There will be a final exam based on the content of the text where you will be asked to apply principles of speech preparation. A review will be given prior to the exam.