

Course Syllabus
Speech 2300: Public Speaking
Spring Semester 2009

BASIC COURSE INFORMATION

Instructor Contact Information

- Name: Carrie Oliveira, Ph.D.
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- Phone: 432.439.4167
- Location: 519F Warf-Pickel Hall
- Office Hours: MWF 11-12, TR 3-4

Course Description and Objectives

The goal of Speech 2300 is give you skills-based knowledge of the principles of effective public speaking. Topics to be covered include audience analysis, informative speaking, persuasive speaking, commemorative speaking, and ethics of public address. Students should be able to organize and write effective and compelling speeches and deliver them in a polished, professional style.

Class Format

The format of this course will consist of lecture and in-class activities and presentations. I will spend significant time lecturing so as to provide you with information about how to construct and deliver an effective speech. In class activities will give you informal opportunity to practice the skills I have lectured about in preparation for the major speech assignments in the course.

Required Reading

Grice, G. L. & Skinner, J. F. (2007). *Mastering Public Speaking, 6th ed.* Allyn & Bacon.

COURSE POLICIES

Contacting Your Professor

My general preference is to communicate with students face to face, as it tends to be efficient and allows for the enhanced clarification of information. This means that you are more than welcome to talk with me before or after class, or during my office hours. If, however, you opt not to speak to me in person, or for whatever reason, prefer to communicate with me via email, please take note of the following regarding my expectations for email:

- Please allow up to 48 hours for me to reply to any email. Generally, I will reply well before 48 hours is up, however, you should not email drafts or questions the night before an assignment or exam. You may or may not receive a reply.
- When emailing, please write in complete sentences, and use correct punctuation and capitalization. Please exhibit a general sense of courtesy, professionalism and graciousness in your emails, particularly when making requests. Finally, please address and sign your emails. In other words, start them with my name and end them with yours.
- I am happy to look at drafts of assignments. I have found that the most efficient and effective way for me to provide feedback on drafts is to first look at a copy of the assignment and then meet with you to go over my feedback. If you would like me to look at one of your drafts, please allow 48 hours for me to look at the draft – either in hard copy or electronically – and then make an appointment with me to come by to discuss the feedback.

One other thing that I would like to note regarding how you address me: It is my preference that you call me by my first name – both in person and in written correspondence. If you are at all uncomfortable with that level of informality, either Dr. Carrie or Dr. Oliveira will be fine. Please don't address me as "Miss".

Special Accommodations

Any student with a special need for an accommodation in course activities should make arrangements with me.

Policy Regarding Attendance, Tardiness and Late Work

Students at ETSU are expected to attend class (in fact, the school's attendance policy can be read [here](#)). I absolutely agree that you should come to class – you are paying for it. However, you are adults and I refuse to check up on you. Ultimately, the decision to attend class is yours alone. In deciding whether to attend class, it might interest you to know that students who attend class on a regular basis typically perform substantially better than those students who do not. That being said, if you for, whatever reason, elect not to attend class, please know that you are responsible for all material presented in class. Moreover, you are responsible for due dates for assignments and dates for exams.

Should you fail to attend class on a day on which an assignment is due or on which there is an exam, you will forfeit the points associated with that assignment **UNLESS**:

- You notify me of the absence in advance and agree to submit any work due on that date in advance, **OR**
- The absence was unforeseeable, unpreventable, urgent in nature, necessitated missing class, and for which documentation proving its occurrence can be provided (oversleeping, scheduling conflicts, and other absences of this sort will not be excused). If you have an emergency that requires your absence from class on a day during which an assignment is due or an exam is scheduled, you **MUST** contact me within 24 hours of the absence to notify me of the emergency, and you have 5 school days to make up the assignment. Failure to notify me about the emergency within 24 hours of the absence or a failure to make up the assignment within 5 schools days of the absence will result in a zero on the assignment.

Similarly, if you are tardy on a day on which an assignment is due, an exam is scheduled, or some other in class activity has taken place, and you miss the activity due to tardiness, you will forfeit the points associated with that assignment unless the tardiness meets the conditions for making up work specified above. As a general rule, you should avoid being tardy to class. Your peers and I will find it distracting. If you must be tardy for

whatever reason, please make as unobtrusive an entrance as possible. Under NO circumstances should you enter the classroom on a speech day until you hear applause from the room indicating that the speaker is finished.

Policy Regarding the Submission of Assignments

There are several criteria which all assignments submitted for credit must meet. Additional requirements for particular assignments will be provided as the semester progresses and will provide criteria to be met *in addition* to those listed here:

- All written work shall be typed in **12-point Times New Roman or Courier font**, have **one-inch margins around the entire page**, be **double-spaced**, be **written using formal scholarly language** and be **devoid of grammatical and typographical errors**.
- Communication scholars write manuscripts so as to comply with the publication standards put forth by the American Psychological Association. Purdue University has some [tips online](#) for how to correctly format in APA style. The APA also has some tips online for how to format [electronic resources](#).
- All work shall be submitted electronically so as to be available for screening through ETSU's plagiarism detection software (see policy regarding academic integrity below). All work must be submitted via the electronic dropbox on the course's D2L site. The dropbox can be found by going to elearn.etsu.edu and clicking on the link for this course. Please note that the dropbox will close at the beginning of class on the date on which an assignment is due, and you will not be able to submit any assignments after this time. If your assignment is not in the dropbox prior to its closing, the assignment is considered late and will be subject to the late work acceptance policy specified above. You will receive a confirmation email from the D2L system when your assignment is successfully submitted to the dropbox. Please note that technical difficulties, inability to access D2L or your email not working are not valid reasons to be late on submitting your assignment to the dropbox. If you are unable to access the dropbox prior to the assignment due date, send the assignment to me via email and bring a hardcopy to class.

Policy Regarding Academic Integrity

ETSU highly values academic integrity. My policy regarding academic integrity will be the same as prescribed by the university. As students, you should be familiar with the academic integrity policy as described by your university. You can read it by clicking [here](#).

It is also important to note that ETSU makes available to its faculty a plagiarism-detection service called Turnitin. Any written work that you submit for credit to this class may be sent to Turnitin so that it can be compared to other submitted texts. Assignments are also compared to material on the internet and in some academic databases such as ProQuest.

ASSIGNMENTS AND GRADING

Graded Assignments and Grading Scale

The following is an overview of the points that will comprise your final score in this course. General information is presented in this syllabus, but more detailed information and grading rubrics will be posted as separate documents on the course's D2L site. Your score for the course will be a function of the total points you earn on each of the following assignments totaling 560 points:

- Major Speech Assignments
 - Informative Speech (Speech=75pts, Outline=25pts, Draft=10pts: 110 points)
 - This assignment will require you to inform your audience about something of your choosing. You will be required to complete an audience analysis survey to obtain the level of knowledge your audience has on the topic prior to writing your speech. You will also be required to submit an outline of the speech. Specific details about this assignment as well as the grading rubric will be posted as separate documents on D2L.
 - Persuasive Speech (Speech=75pts, Outline=25pts, Draft=10pts: 110 points)
 - This assignment will require you to persuade your audience to adopt some behavior. The speech will be constructed using the Monroe-Motivated Sequence which requires the establishment of a need and the motivation to act as a solution to that need. You will complete an audience analysis survey designed to assess your audience's position on the issue you have chosen prior to writing your speech. You will be required to submit an outline of the speech. Specific details about this assignment as well as the grading rubric will be posted as separate documents on D2L.
- Minor Speech Assignments
 - Introduction Speech (Speech=20pts, Outline=10pts: 30 points)
 - You will be required to present a brief introduction of one of your classmates to the class. This will require you to get interesting information about your classmate to help make this person memorable to the audience. An outline must be submitted in conjunction with this speech.
 - Commemorative Speech (Speech=35pts, Outline=15pts, Draft=10pts: 60 points)
 - You will be required to commemorate some person or object of your choosing. You will provide information about why this person or object is worthy of mention and honor. You will write a complete manuscript for this speech, rather than an outline and the manuscript will be submitted for credit.
- Audience Analysis Surveys (2 @ 10 points each, 20 points total)
 - You will be required to complete audience analysis surveys or interviews for both your informative and persuasive speeches. These surveys must be sufficiently detailed so as to help refine and narrow the content and goal of your speeches. These may be completed as a series of interviews or by via the distribution of surveys to everyone in your audience.
- Peer Evaluations (6 at 5 points each, 30 points total)
 - You will evaluate your classmate's speeches. Your evaluations will be based on an evaluation form that I provide on D2L, which you are responsible for the downloading and printing of on the day of your peer evaluation. Your score on peer evaluations will be based on the extent to which you provided useful and meaningful feedback in a constructive manner. If you are absent on the day on which you are assigned to complete a peer evaluation, you will forfeit your points associated with the peer evaluation – NO EXCEPTIONS.

- Midterm Exam (100 points)
 - This exam will cover material presented through the 5th week of the course. The test will consist of no more than 50 questions, which may take the form of multiple choice, true/false, matching, fill in the blank, and/or short answer.

- Final Exam (100 points)
 - This exam will cover material presented from the 7th week of the course through the 15th week. It will NOT be cumulative, that is material from the midterm will not be retested on the final exam. The format of the final will be similar to that of the midterm. The time and location of the final exam is based on university scheduling of facilities during finals week. Your final exam will be held in our regular classroom on MONDAY, MAY 4 at 1:20-3:20pm

- The following scale will be adopted for calculating your final score in the course.

Grade Earned	%
A	100 - 93.5
A-	93.4 – 89.5
B+	89.4 – 86.5
B	86.4 – 82.5
B-	82.4 – 79.5
C+	79.4 – 76.5
C	76.4 – 72.5
C-	72.4 – 69.5
D+	69.4 – 66.5
D	66.4 – 59.5
F	< = 59.4

Tentative Course Schedule

Please note that this is a *tentative* course schedule for the duration of this course. Should the progression of the course justify the changing of this schedule, any changes will be announced in class and will also be made available as an announcement on the course D2L page, as well as be sent via email.

Week	Date	Assignments
1	1/19	No Classes: MLK Day
	1/17	Introduction to the Course and course Policy
2	1/26	Introduction to Public Speaking, Ethics in Public Speaking Grice & Skinner – Chapters 1 & 2
	1/28	Buddy Speeches (2-3 minutes, submit your outline to the dropbox)
3	2/2	Communication Apprehension Grice & Skinner – Chapter 3
	2/4	Selecting and Researching a Topic Grice & Skinner – Chapter 6
4	2/9	Audience Analysis Grice & Skinner – Chapter 5
	2/11	Principles of Informative Speaking Grice & Skinner – Chapter 15
5	2/16	Introductions and Conclusions Grice & Skinner – Chapter 10 Bring Audience Analysis Surveys to Class
	2/18	Organizing and Outlining a Speech Grice & Skinner – Chapter 9 Return Completed Audience Analysis Surveys
6	2/23	Supporting Material and the Use of Evidence Grice & Skinner – Chapter 8
	2/25	Midterm Examination – Covers all material through Week 5
7	3/2	Speech Delivery and Presentation Aids Listening, Evaluating Speeches, and Providing Feedback Grice & Skinner – Chapters 13-14
	3/4	Peer Evaluation Day – Bring draft of your Informative Speech Outline
8	3/9	No Class This Week – SPRING BREAK!!!! YAY!!! Remember to be safe and pack your condoms
	3/11	and designated drivers
9	3/16	Informative Speeches (5-6 minutes, Outlines are due to the dropbox) If you are speaking: Bring your outline and visual aids If you are evaluating: Bring your peer evaluation form
	3/18	Informative Speeches (5-6 minutes, Outlines are due to the dropbox) If you are speaking: Bring your outline and visual aids If you are evaluating: Bring your peer evaluation form

10	3/23	Informative Speeches (5-6 minutes, Outlines are due to the dropbox) If you are speaking: Bring your outline and visual aids If you are evaluating: Bring your peer evaluation form
	3/25	Principles of Persuasion Bring Audience Analysis Surveys to Class and Submit a Copy to the Dropbox Grice & Skinner – Chapter 16
11	3/30	The Monroe Motivated Sequence Return Completed Audience Analysis Surveys Grice & Skinner – Chapter 17
	4/1	Effective Language Use and Language Devices Grice & Skinner – Chapter 12
12	4/6	Speaking for Special Occasions Grice & Skinner – Chapter 18
	4/8	Peer Evaluation Day – Bring draft of your Persuasive Speech Outline
13	4/13	Persuasive Speeches (7-8 minutes, Outlines are due to the dropbox) If you are speaking: Bring your outline and visual aids If you are evaluating: Bring your peer evaluation form
	4/15	Persuasive Speeches (7-8 minutes, Outlines are due to the dropbox) If you are speaking: Bring your outline and visual aids If you are evaluating: Bring your peer evaluation form
14	4/20	Persuasive Speeches (7-8 minutes, Outlines are due to the dropbox) If you are speaking: Bring your outline and visual aids If you are evaluating: Bring your peer evaluation form
	4/22	Peer Evaluation Day – Bring draft of your Commemorative Speech Manuscript
15	4/27	Commemorative Speeches (4-5 minutes, Outlines are due to the dropbox) If you are speaking: Bring your manuscript and visual aids If you are evaluating: Bring your peer evaluation form
	4/29	Commemorative Speeches (4-5 minutes, Outlines are due to the dropbox) If you are speaking: Bring your manuscript and visual aids If you are evaluating: Bring your peer evaluation form