

# COM 11400

## Fundamentals of Speech Communication (Distance Education) Spring 2009

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“Speak properly, and in as few words as you can, but always plainly; for the end of speech is not ostentation, but to be understood.” – William Penn

### Text and Materials:

1. Morgan, M. (2008). Presentational speaking: Theory and practice (6th ed.). New York: McGraw-Hill.
2. 4x6 index cards
3. Access to video recording equipment and ability to convert video to computer/digital format (a webcam with a laptop will work for this).
4. Access to a computer with a microphone for recording PowerPoint narration

### Course Objectives:

This course will require you to prepare and deliver a number of presentations. Most of your grade will be based on these speeches. Additionally, you will take a series of quizzes and complete weekly course-related activities as your instructor directs. This syllabus will explain the nature, importance, and purpose of these assignments, the course policies and procedures, and the expectations of students in the course.

1. You should be able to effectively perform the role of the public speaker. Toward this end, you will learn principles of communication theory and how to apply those principles to the management of speaking situations.
2. As a result of classroom learning and speaking experience, you will be expected to demonstrate knowledge and skill in the following areas:
  - ❖ Audience analysis
  - ❖ Topic analysis
  - ❖ Organizational skills
  - ❖ Persuasive and informative strategies
  - ❖ Verbal and non-verbal delivery skills
3. When making a presentation, you should be able to:
  - ❖ select an appropriate topic
  - ❖ prepare a sentence outline with bibliography
  - ❖ provide appropriate transitions and summaries
  - ❖ develop effective introductions and conclusions

- ❖ use an appropriate organizational pattern
- ❖ use supporting material properly and effectively
- ❖ use visual aids effectively
- ❖ display appropriate verbal and nonverbal behaviors

The assignments in this class are designed to achieve these goals. Textbook readings, video lectures, activities, and presentations will not only provide you with information about major concepts, but will also allow you the opportunity to experience the concepts. Therefore, your participation in all of these aspects of the class is of utmost importance.

### **Course Standards and Philosophy**

Students will be held to a high standard of performance in this class. To receive an "A" in this course your presentations must be significantly better than that which passes for acceptable work. More precisely, an "A" speech is one that shows originality, careful research, tight reasoning, well thought out persuasive appeals and skillful delivery. Additionally, "A" speeches will deal with non-trivial subject matter, and will constitute a genuine contribution to the knowledge and beliefs of the audience. Do not assume that you can do simply what is assigned to receive a high grade in this course. Doing "what is assigned" gets you only a "C." An "A" requires considerably more work.

A further word of warning: this course is academically rigorous and time-consuming, and it will require a lot of you to do well. COM 114 will require a significant amount of your time and cognitive energy. Although this course will begin with relatively simple assignments, most speeches in this course will require that you do library research, and all of them will require substantial effort to prepare. Beyond that, your instructors will expect you to both outline the speech and rehearse it before presenting it. Add to this the fact that you will begin preparing for the next speech as soon as the previous one is completed, and you will begin to appreciate the academic demands of this course. The bottom line is this: if you don't have adequate time and interest to devote to presentational speaking, don't take this course. You won't do well, and your instructor will not be satisfied with your work.

### **Course Policies**

1. **Computer Literacy:** Enrollment in this class assumes a moderate level of computer literacy. It is unlike many other online courses in that you must record video of your presentations and convert the video to a web-ready format in order to make your presentations available to the class. Therefore, your computer skills must be suitable for this task. I can provide limited assistance if you run into difficulties, but this is a speaking class, not a technology class. Therefore, if you are not comfortable with your skills, this may not be the class for you.
2. **Plagiarism:** Plagiarism on any assignment will result in a minimum of a **ZERO** for the assignment. Plagiarism includes the following:
  - ❖ Copying someone else's work and claiming it as your own.
  - ❖ Paraphrasing someone else's work and claiming it as your own.

- ❖ Collaborating with another person and claiming the work solely as your own.

As is the case for any other course taught at this university, no form of academic dishonesty will be tolerated by your instructor. This includes cheating on tests and plagiarism (i.e., using another's work, published or unpublished, in an outline or speech without properly crediting that person either orally or in writing). All speeches and assignments in this course require your own original work. Students are advised to become familiar with Purdue's Student Code of Rights and Responsibilities to resolve any questions: <http://www.purdue.edu/odos/osrr/conductcode.htm>

3. **Disabilities:** Students with disabilities who need accommodation should inform the instructor at the beginning of the course. You may also contact the Office of the Dean of Students for additional information on accommodation <http://www.purdue.edu/odos/adpro/barriers.htm>
4. **Grading:** You must wait twenty-four hours after receiving a grade to discuss it with your instructor. A meeting must be scheduled between the instructor and student. You will receive the final grade for the number of points you earned. The final grading scale will be strictly enforced. For example, if you earn 899 points you receive a B. COM114 grades are on a point system, not a percentage system, so there is no "rounding up."

### Course Requirements

**Presentations:** You will present five individual presentations. These will include an introductory presentation, a narrated PowerPoint presentation, an informative presentation, and two persuasive presentations. You are expected to deliver/upload your speech on the assigned day. **There are no exceptions!!! Computer or equipment failure/access is not an excuse.** If you fail to deliver/upload your speech on the assigned day you will receive a **ZERO** on that speech unless other arrangements have **PREVIOUSLY** been made with me. If you encounter an emergency (i.e. car accident, etc.) notify me immediately so that other arrangements can be made for you to complete the assignment. Each assignment will be explained in detail on Blackboard Vista. For each of the presentations (excluding the narrated PowerPoint speech), you will be required to assemble your own audience. This audience can be composed of colleagues at work, church members, civic groups, fraternity or sorority members, family, or friends. **All audiences must be comprised of at least 10 people. Failure to assemble an audience that meets this criterion will result in a reduction of two letter grades on the assignment.**

**Outlines:** An outline is required for each presentation. **NO LATE** outlines will be accepted unless extraordinary circumstances are present. If your outline is late, you will receive a zero. I will not provide feedback on an outline sent to me the night before a presentation is due. You will also engage in a peer-review process for outlines on select presentations. A rubric for grading each outline will be provided on Blackboard Vista. All outlines will be submitted via TurnItIn assignment dropboxes on Blackboard Vista.

**Weekly Activities:** Weekly activities may include homework assignments, short projects, group activities, speaking exercises, impromptu speeches, papers, etc. Often, it will be these weekly activity points that make the difference between an “A” and a “B” for a student. You must complete all weekly activities by their due date in order to receive credit.

**Weekly Quizzes:** Quizzes will be given each week throughout the course of the semester. These are designed to ensure that you are keeping up with the material and are on the right track. They must be completed within the week they are assigned to receive credit. Quizzes are comprised of multiple choice and fill-in-the-blank items. You will have 20 minutes to take each quiz.

**Presentational Self-Critiques:** After each major presentation, you will be asked to critique your performance. Each week these are assigned, you will receive a few questions that you should answer in a thoughtful, 2-3 page essay. Be sure to use specific examples from your performance when you identify something you did well or something you need to improve upon.

**Grading Scheme**

<b>Assignment</b>	<b>Points</b>	<b>Your Score</b>
<i>Weekly Activities</i>		
Personal Information Sheet	0	
Course Syllabus & Schedule Learning Module	20	
Presentation Evaluation Activity #1	20	
Purpose and Thesis Statements Activity	20	
Outline Evaluation Activity	20	
Presentation Evaluation Activity #2	20	
Delivery Self-Analysis Assignment	20	
Corrected Speech of Self-Introduction Outline	20	
Citing Sources in Speeches Learning Module	20	
Online Research Learning Module	20	
Online Research Activity	20	
PowerPoint Presentation Design Learning Module	20	
Persuasion Learning Module # - Persuasive Process	20	
Persuasion Learning Module #2 – Fact, Value, and Policy	20	
Persuasion Learning Module #3 – Monroe’s Motivated Sequence	20	
Monroe's Motivated Sequence Activity	20	
Persuasive Presentation Evaluation Activity	20	
<i>Quizzes</i>		
Quiz #1	10	
Quiz #2	15	
Quiz #3	15	
Quiz #4	10	
Quiz #5	10	
Quiz #6	10	
<i>Outlines</i>		
Speech of Self-Introduction	25	
Narrated PowerPoint	25	
Informative Presentation	25	
Persuasive Presentation #1	25	
Persuasive Presentation #2	25	
<i>Presentations</i>		
Speech of Self-Introduction	25	
Narrated PowerPoint Presentation	50	
Informative Presentation	75	
Persuasive Presentation #1	100	
Persuasive Presentation #2	125	

Assignment	Points	Your Score
<i>Self-Evaluations</i>		
Speech of Self-Introduction	15	
Informative Presentation	15	
Persuasive Presentation #1	20	
Persuasive Presentation #2	20	
Final Self-Evaluation Paper	40	
Total Self-Evaluations	120	
<b>Total Points</b>	<b>1000</b>	

**Final Grading Scale:** This scale is based on a point system and not a percentage; therefore, grades will not be rounded up. If a student earns 799 points they receive a “C” in the course not a “B.” All grades are final unless a miscalculation has occurred.

Grade	Points
A	1000-900
B	899-800
C	799-700
D	699-600
F	599 and below

**In the event of a major campus emergency, course requirements, deadlines and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances. You may access information about changes in this course due to emergencies via Blackboard Vista.**