

**COMM 201: Public Speaking**  
**MW 7:30-8:45 PM**  
**MCM 160**

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Office Hours: Monday: 2:00-5:00 PM  
Wednesday: 2:00-5:00 PM  
(and by appointment)

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**Course Description**

The cornerstone of a democratic society is active political participation by its citizens. The foundation of democratic deliberation is a citizen's ability to think and speak clearly. Therefore, this course is designed to amplify your voice in the public sphere by enriching your argumentation and rhetorical skills. In doing so, we will learn to research topics, organize ideas, construct sound arguments and deliver successful public speeches. Effective public speaking is not an exercise in flattery or empty eloquence, rather it is an ancient art form sustained by knowledge and logical ability. Therefore, our class focuses on honing the intellectual and critical thinking tools necessary for ethical and reasonable public speaking. To that end, we will combine active, student-lead discussions, occasional lectures, and numerous student speeches.

**Course Objectives**

Upon completion of the course, students should meet the following objectives:

- develop skills in researching, organizing, and delivering speeches.
- hone inductive and deductive reasoning skills.
- able to recognize fallacious reasoning in persuasive discourse.
- marshal evidence from a variety of sources to develop a well-supported speech.
- learn to analyze and adapt to the environment, demographics, and dynamics of the audience.
- understand the five canons of rhetoric (invention, arrangement, style, memory, delivery).
- acquire the ability to recognize and practice a model for ethical communication.
- deliver a prepared speech to a live audience with confidence and conviction.

**Required Text**

Engleberg, I. N., & Daly, J. A. (2013). *Think public speaking*. Boston: Pearson Education, Inc.

### **Course Assignments and Evaluation**

Informative Speech I	100 pts*
Persuasive Speech I	100 pts*
Persuasive Speech II	100 pts*
Ceremonial Speech	100 pts*
4 Live Speech Observations	100 pts
Participation	100 pts
Midterm Exam	50 pts
Final Exam	<u>50 pts</u>
Total points:	700pts.

\*75 points for the speech presentation and 25 points for the outline

A	93-100%	B-	80-82%	D+	67-69%
A-	90-92%	C+	77-79%	D	63-66%
B+	87-89%	C	73-76%	D-	60-62%
B	83-86%	C-	70-72%	F	59% or lower

### **Attendance and Participation**

Due to the nature of this course, your presence and punctuality are required for every class meeting. You may have legitimate reasons for being absent. Consequently, any more than two unexcused absence will result in points being deducted from your final grade for each additional absence, with no exceptions. Any unexcused absence beyond two results in a decrease of a grade level on the final grade (i.e., a third absence will drop a B- to a C+, and so on). Also, you are responsible for the material covered while absent. Moreover, because time is of the essence, missing either a test or a presentation day results in an automatic failure; make up dates are not an option. Documented and extraordinary circumstances will be evaluated on a case by case basis. This is particularly important on speech presentation days. The lack of an excused absence results in a ZERO for the speech grade if you are not present to deliver your speech in class.

### **Class Conduct**

You are responsible to come to each class prepared, having read the assigned material and being attentive and respectful of others. Many opportunities to learn, practice, and master the skills necessary to succeed in the course will be given and it is in your best interest to take full advantage of them. I am willing and eager to help you in any way possible, so please do not hesitate to ask for additional suggestions or comments.

### **Disability Resources**

Students with documented disabilities are required to notify the instructor on the first day of class and in private if accommodation is needed. The instructor will provide students with disabilities with all reasonable accommodations, but they are not exempted from fulfilling the normal requirements of the course. Work completed before the student notifies the instructor of his/her disability may be counted toward the final grade at the sole discretion of the instructor.

If you believe that you have a disability, you should make an appointment to see me to discuss your needs. In order to receive an accommodation, your disability must be on

record in the Dean of Students' office, 3rd Floor David Student Union/DSU.

### **Speech Topics and Outlines**

Each total speech grade is a composite of the speech outline and the actual delivery (25 points for the outline and 75 points for the delivered speech). All outlines must be complete with full sentences and must include all citations used in the speech AND you must have a final outline draft for me when you deliver your speech. Failure to do so results in a zero for the outline grade (So, bring an outline for me and a speaking outline, otherwise your best possible grade is a C). All topics must be approved to ensure their "researchability" and appropriateness.

## **Overview of Major Assignments**

### **Informative Speeches**

This speech requires you to present information, on a topic of your choice, in an unbiased fashion. The speech must be between 5-6 minutes in length and include at least five sources. The full sentence outline must include all your sources and reflect a specific organizational pattern. Your speech is not only judged on time and content, but also on organization and objectivity. The speech is followed by an audience question and answer period, so be prepared to expand upon your speech.

### **Persuasive Speeches**

The persuasive speeches must be between 6-7 minutes and include at least seven sources. The outline and content requirements are the same as the informative speech. However, this speech requires you to pay careful attention to the types of arguments and supporting evidence. The reasonability of your argument and the appropriateness of your evidence are fundamental to an effective persuasive speech. You are required to complete develop two persuasive speeches on two different sides of the same issue.

### **Ceremonial Speeches**

Special occasion speeches are often shorter and more stylized than the previous speeches. As a result, there is no source requirement. In addition to the other requirements, this 5 minute speech is graded on inventiveness, style, and appropriateness. You may choose a different "audience" for the speech as well as the nature of the occasion. Creativity is highly appreciated.

### **Live Speech Observations**

The university often features speakers on a wide variety of topics and subjects. The purpose of the live speech observations is for you to observe a public speaker delivering a public speech and to critique their speech in a professional manner as to further illustrate what we are learning in class. Forms will be available on Scholar and can be submitted online or in-class. There are 4 total worth 25 points each.

### **Speech Etiquette**

Given the limited amount of time and the number of students, completing your speech in the allotted time is mandatory. Exceeding your time limits will result in a decreased grade. For every 15 seconds you exceed the time limit, you will lose a percentage point from the final speech grade. Likewise, completing your speech short of the time limit will also result in a lower score, not based on a time penalty, but a short speech demonstrates a lack of research and preparation. Therefore, practice, practice, practice.

Also, be respectful to your classmates by giving them your full attention. If you are unable to do this I will politely ask you to leave the classroom.

### **Plagiarism and Cheating**

Plagiarism and cheating of any kind are not tolerated. To plagiarize means to use or pass as one's own the ideas or writings of another. You may not present work and assignments that have been prepared by other people or for other courses without fully acknowledging the source. You may use other people's words and ideas only if quoted properly and full credit is given. Any student failing to give credit for ideas or materials that he or she takes from another source is guilty of plagiarism. Plagiarism in any form will result in an F. If you are in doubt about the legitimate use of sources for your speeches, check with me. I will assist you in ensuring the originality of your ideas and avoiding subsequent problems. In addition to standard efforts to curtail cheating, no student is allowed to keep anything on his/her desk while taking test other than the test and writing utensils. This means no cell phones or scratch paper should be on one's desk.

### **Statement on Academic Support**

The Center for Academic Success offers free assistance for CNU students in writing, mathematics, science, languages, and other subjects. The Center is located in room 240 of the Trible Library. For more information please visit <http://tutors.cnu.edu> or phone 594-7684.

If I become concerned about your course performance, attendance, engagement, or well-being, I will speak with you first. I may also submit an Institutional Referral Form that will be received by the Center for Academic Success. Depending upon the nature of my concern it also may be received by Counseling Services. If you are an athlete, then Jenny Nuttycombe will receive notice. Someone will contact you to help determine what will help you succeed. Please remember that this is a means for me to support you and help foster your success at CNU.

## **Tentative Schedule of Lectures and Readings**

1/07 Introduction and Speeches of Introduction

1/12 Principles of Effective Public Speaking (Chapters 1 & 3)

1/14 Application: Audience Analysis and Speaker Credibility (Chapters 5 & 6)

1/19 Application: Researching Your Speech and Outlining (Chapters 8 & 9)

1/21 Introductions and Conclusions, Language, Audience Interest (Chapters 10, 11, 12)

1/26 Outline and Speaking Workshop

1/28 Application: Informative Speaking (Chapter 15)

2/2 Application: Delivery and Application Aids (Chapters 13, 14)  
Live Speech Observation #1 due.

**2/4 Informative Speeches**

**2/9 Informative Speeches**

**2/11 Informative Speeches**

2/16 Speech Setting and Occasion (Chapters 7)

2/18 Application: Persuasive Speaking (Chapter 16)

2/23 Application: Persuasive Speech analysis

2/25 **Midterm**  
Live Speech Observation #2 due.

**3/2 Spring Break-No Class**

**3/4 Spring Break-No Class**

3/9 Outline and Speaking Workshop

**3/11 Persuasive Speeches I**

**3/16 Persuasive Speeches I**

**3/18 Persuasive Speeches I**

3/23 Power of Delivery: George W. Bush, Speech at “Ground Zero”

3/25 Audience Analysis and Speech Contexts: Hillary Rodham Clinton, Presidential Campaign Concession Speech

3/30 Outline and Speaking Workshop  
Live Speech Observation #3 due.

4/1 **Persuasive Speeches II**

4/6 **Persuasive Speeches II**

4/8 **Persuasive Speeches II**

4/13 Outline and Speaking Workshop

4/15 **Ceremonial Speeches**

4/20 **Ceremonial Speeches**  
Live Speech Observation #4 due.

**Final—TBA**

## **Criteria for Grading Speeches**

A C Speech must meet the following standards:

- The speech must be original
- The speech must meet the requirements of the assignment type, time limits, outline, etc.
- The topic must be appropriate for the audience
- The topic must be sufficiently focused
- The speech must have a clearly identifiable purpose
- The speech must contain sufficient supporting material (facts and figures, testimony, examples, or narratives)
- The speech must reflect responsible knowledge (minimum of five references)
- The speech must have an identifiable design complete with an introduction and a conclusion
- The speech must be presented extemporaneously
- The speech must use language correctly
- The speech must be presented on the day assigned

A B speech must meet the following standards:

- The speech must satisfy all requirements for a C speech
- The topic must be challenging
- The topic must be adapted to fit the audience
- The speaker must demonstrate personal commitment to the topic and assignment
- The speech must have a greater research base (minimum five references)
- The speaker must use a variety of supporting materials
- The speaker must document references within the presentation
- The speech must create and sustain attention
- The speech should have effective transitions, previews, and summaries
- The speech must be presented with poise

An A speech must meet the following standards:

- The speech must satisfy all requirements for a B speech
- The speech must demonstrate imagination and creativity in topic selections and development
- The speech must create and sustain strong identification among speaker, topic, and audience
- Information and supporting material must be well adapted to the audience
- The speech must have an even greater research base (minimum five/six references)
- The speaker must demonstrate a comprehensive analysis and understanding of ideas and issues
- The speaker must demonstrate the artful use of language and stylistic techniques
- The speaker must make a polished presentation

A D speech does not meet two or three of the standards for a C speech or

- The speech is based entirely on biased information or unsupported positions
- The speech is obviously unrehearsed
- The subject is inappropriate, offensive, or confusing to the audience
- The speaker demonstrates a lack of seriousness about the assignment

An F speech does not meet four or more of the standards for a C speech, reflects one or more of the problems associated with a D speech, or

- The speech contains fabricated supporting material
- The speaker deliberately distorts evidence
- The speech is plagiarized