

Fundamentals of Speech

COMM 111 – Spring 2010

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Appointments may be made by signing up outside the Communication Center Office or by email.

Course Description

Study of the verbal communication process. An introductory course in the principles of public speaking and language awareness. Includes the delivery of several types of speeches as well as opportunities to evaluate speeches and speaking styles.

Bethany Lutheran College Academic Catalog 2009-2011

Academic and practical study and application of the God-given ability to communicate verbally. Through this course you will learn ways to use your voice in a God-pleasing manner. Success in life comes from a thorough understanding of the fundamentals.

Prof. Jon Loging, 2004

Required Text

Lucas, Stephen E. The Art of Public Speaking. 10th ed. New York: McGraw-Hill, 2009.

Goals

- To think.
- To listen.
- To think critically about communication and how to improve it.
- To improve public speaking skills in order to relay information in a variety of situations.
- To overcome fear or hesitation about public speaking.

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Format

This class is about public speaking. In order to learn it, you will do it several times in front of your peers. In addition, you will listen to, comprehend, study, and analyze speeches outside of class to see what has worked, what has not, and discover why.

Major and Course Objectives

The Communication Major has five main objectives for its students to achieve. A student in the Communication Major will be able to...

1. ...demonstrate competence in oral and written communication that is both ethical and effective.
2. ...describe and apply principles of ethics and professionalism as a specialist in communication.
3. ...demonstrate an aptitude with a variety of media.
4. ...evaluate the social and historical significance of communication through the analysis of principles and theory.
5. ...collaborate with diverse colleagues in a variety of contexts.

Students taking COMM 111 – Fundamentals of Speech have specific objectives for the course that also fulfill the Communication Major objectives. Below are the course objectives and the major objectives they fulfill.

A student who has taken COMM 111 – Fundamentals of Speech will be able to...

1. ...identify and create the different types of speeches: Informative, Persuasive, and Special Occasion. (COMM Objective #1)
2. ...analyze his/her audience to create the most effective speech for the situation. (COMM Objective #1 and #5)
3. ...organize ideas in a logical manner to make a message understandable for his/her audience. (COMM Objective #1)
4. ...clearly articulate his/her message through words. (COMM Objective #1)
5. ...utilize various forms of visual aids. (COMM Objective #3)
6. ...collect and organize necessary information in order to support the ideas of his/her speech. (COMM Objective #1)
7. ...ethically utilize the power of language and the spoken word. (COMM Objective #1 and #2)
8. ...analyze other speeches in order to discover good public speaking practices. (COMM Objective #1 and #4)

In the **Written Assignments** and **Speeches** sections of the syllabus, each assignment will list the course objective that assignment fulfills.

Competencies

In addition to the above objectives, the Bethany Communication Major lists sixteen core competencies that it believes are vital to a successful Communication education. Communication is one main component of a liberal arts education. These competencies will assist students as they work toward a successful life. The following are some of the sixteen competencies that students will learn in this class:

The Bethany graduate in Communication should be a person who...

- 1 ...understands the challenges involving information and communication in the 21st century.
- 2 ...understands the power of language.
- 5 ...is literate.
- 8 ...is thoughtful and critical.
- 9 ...is ethical.
- 10 ...can deal with complexities.
- 11 ...is a problem-solver.
- 12 ...can collaborate.
- 13 ...can find needed information.

Cell Phones/Laptop Computers

Interruption of class by cell phones will not be tolerated. Students should **turn off** their cell phones before class. If a cell phone rings, or vibrates enough to be noticed, the instructor reserves the right to answer the phone and then confiscate the phone for an undetermined period of time. Text messaging is not allowed in class. The student's final grade will be affected with repeat occurrences.

Technology can be a wonderful thing. It can also be a major distraction. Laptop computers are welcome in class if they are being used for the purpose of learning in the class. Students should not use their laptop for email, chatting, web surfing, or other non-class related activities. Students who abuse this privilege will not be allowed to use their computer during class time.

Attendance

There can never be public speaking without an audience. Therefore, attendance is not only required, but essential. If you need to miss a class for a *legitimate* reason, you must inform the instructor *prior* to the class you will miss. You are allowed **one unexcused** and **four excused absences**, but **you may not miss more than four classes total**. Excused absences are for school related activities, family emergencies, or severe illness. Reasons such as (but not limited to): leaving early for vacation, studying for another class, oversleeping, or a minor case of the sniffles are considered unexcused. Students must talk with the instructor. An email from a coach or other instructor is not sufficient to receive an excused absence.

Every absence more than one unexcused or four total missed classes will result in a lower final grade. If you must miss on a day you were scheduled to speak, you must arrange to switch speaking times with another classmate for a time that works for both parties. The instructor must be informed by both students prior to either class members' speech.

If a student arrives late to class on a day students are giving speeches, the student will **wait outside** the classroom until there is a break between student speakers. Students who enter class while a fellow student is presenting become a major distraction and will not be tolerated. Entering during a speech will affect your overall grade.

Disabilities

Please inform the instructor of any documented mental or physical disabilities as soon as possible. Arrangements will be made to assist students who need it.

Late work

Written assignments must be handed in at the beginning of class on the day they are due. Late work will only be accepted with permission of the instructor. Permission must be obtained as soon as possible **before** the assignment is due. Crashed computers, printer problems, and dogs that eat homework are the student's problems, not the instructor's. **All other late work will only receive evaluation. No credit will be given.**

Missing an assigned speech date is a serious problem due to scheduling restrictions. Late speeches will **not be accepted** and **no credit** will be given for that speech. If there are extenuating circumstances, see the instructor.

Written work and citations

All written work that is handed in will be typed. Hand-written work will not be accepted. Work of more than one page must be **stapled** in the upper left-hand corner. Use the following format: Double spaced with one inch margins on all sides. Point 12 Times New Roman font. Name, class, and section will be on top of the first page, along with pages numbers on all consecutive pages following MLA format. All sources will be properly cited using MLA format. See the **MLA Example** on Campusweb. If you have questions about citations, please see the instructor.

Plagiarism

Plagiarism is a serious breach of ethics and will not be tolerated in the classroom. See pages 36-41 of your text for more information. If you intend to pass off another's work as your own, expect to face serious consequences. Minor offences such as forgetting to cite a source **will** reduce your grade for that assignment. Giving a speech which you did not write will earn you a failing grade for the semester.

The MLA Handbook* has defined plagiarism as follows:

1. repeating another's sentences as your own
2. adopting a particularly apt phrase as your own
3. paraphrasing someone else's argument as your own
4. presenting someone else's line of thinking as though it were your own.

In short, to plagiarize is to use someone else's work as your own, without crediting or citing the source. Direct word-for-word copying is permissible if the material appears in quotation marks and if the source is cited. Rephrasing and summarizing is permissible if the source is cited. With spoken work, the source must be given during the speech, giving enough information for your audience to find the information on their own.

The instructor reserves the right to fail any student involved in plagiarism.

* *MLA Handbook for Writers of Research Papers, Theses, Dissertations* (New York, Modern Languages Association, 1977)

Written assignments

Speech Analysis As Quintilian (find out who Quintilian was) taught, you must study good speakers before you can become a good speaker. In that tradition, you will observe public speeches and then analyze them for their effectiveness. You will then produce that analysis in a report which will be a minimum of one page and maximum of three pages long. This report is not a list of observations, but an analysis of the observations to determine if the public speaking was or was not effective and why. You will need to logically prove your analysis. Each speech analysis paper is worth 10 points and all analysis papers will be averaged and compose 10% of your final grade. (COMM 111 Objective #2, 4, and 8)

Quiz/Worksheets/Daily Work You will have your knowledge tested and comprehension displayed with a variety of quizzes, worksheets, and other daily assignments. Assignments will be given in reaction to how the class is progressing. Students will not be allowed to make up quizzes they miss, no matter the circumstances. Worksheets and other daily work may be handed in late according to the policies stated above. All work will be averaged and compose 10% of your final grade. (COMM 111 Objective #1, 2, and 3)

Exams You will take two exams throughout the semester as a way to assess your understanding of terms and theories from your textbook and lectures. You will be asked to apply what you have learned in a variety of different situations. Both exams will be worth 10% of your final grade. (COMM 111 Objective #1, 2, 3, 4, and 8)

Speeches

Introductory In this first speech you will introduce a fellow classmate to the class. Pairs or groups will be determined by the instructor. A key-word outline on note cards may be used. 2 minutes in length. 5% of your final grade. (COMM 111 Objective #4 and 7)

Tell a joke You will find a 1-2 minute joke which could be told to your grandmother and that complies with Bethany moral standards. Tell the joke in front of the class with as much energy as possible. The joke should be memorized. 5% of your final grade. (COMM 111 Objective #4 and 7)

Informative With this speech you will inform your audience on some topic. This will not be a “how-to” or demonstration speech. Topics must be approved by the instructor. A specific purpose statement, detailed outline, and keyword outline will be turned into the instructor prior to giving the speech. You are required to use a minimum of **three** references, **only one of which may be an encyclopedia or dictionary**. Non-internet sources are preferred. Source citations must be stated during your speech. **A minimum of one visual aid is required.** A key-word outline on note cards may be used. **5-7 minutes in length.** All handed in material and your speech will compose 15% of your final grade. (COMM 111 Objective #1-7)

Persuasive This speech is designed to show your understanding of different methods of persuasion. You will use one of the methods discussed in class to persuade your audience on some topic that has been approved by the instructor. A specific purpose statement, detailed outline, and keyword outline will be turned in to the instructor prior to giving the speech. A minimum of **five** references are to be used. While you may reference a dictionary or an encyclopedia, they will not count toward your five references. Non-internet sources are preferred. Source citations must be stated during your speech. A key-word outline on note cards may be used. Visual aids are optional. **6-8 minutes in length. You will not be allowed to use the podium for this speech.** All handed in material and your speech will compose 15% of your final grade. (COMM 111 Objective #1, 2, 3, 4, 6, and 7)

Special Occasion The student may choose to do either an after-dinner speech or a commemorative speech on some topic approved by the instructor. Proper source citation, as always, will be required. You will need to hand in a specific purpose statement before speaking. A key-word outline on note cards may be used. Visual aids are optional. **4-6 minutes in length.** All handed in material and your speech will compose 10% of your final grade. (COMM 111 Objective #1, 2, 3, 4, and 7)

Group Symposium A group of students (to be determined by the instructor) will tackle a problem of their choosing, approved by the instructor. The group will research the problem, find the history of the issue and show how it affects the audience. Once identified, the group will use methods learned in class to outline possible solutions and give us their final decision as to the best way to remedy the situation. After the presentation, the group will then hold a question and answer session with the class. **Each group will use the entire fifty minutes of class time.** All handed in material and your speech will compose 20% of your final grade. (COMM 111 Objective #1, 2, 3, 4, 6, and 7)

Invitation to the Speech Team

Since you will already be writing and presenting speeches, you should take advantage of the **Bethany Speech Team**. All students are encouraged to participate with the Speech Team using works you have already created. The team travels throughout the Midwest to different tournaments. Food/travel/lodging expenses are provided. There are several single day tournaments, some designed especially for novice speakers. Please talk to the instructor about how to participate. Extra credit will be given for students who participate. Go to www.blc.edu/speechteam for the tournament schedule.

Criteria for grading speeches

DO NOT READ YOUR SPEECH!!! This is a public speaking class, not a public reading class. You may **only** take a key-word outline on 3x5 cards with you for each speech. Students who read or appear to read a majority of their speech will receive no higher than a C for that speech.

The satisfactory speech (C range) should:

- Meet the general purpose of the speech (to inform, persuade, etc).
- Conform to the time requirements.
- Be fairly organized.
- Have an identifiable introduction, body, and conclusion.
- Be delivered competently.
- Be appropriate in terms of topic choice.
- Have required amount of cited sources.
- Main ideas must be supported with statistics, appropriate testimony, and examples.
- Show evidence of original thought. (Show me you used your brain and didn't borrow one from the Internet.)

The good speech (B range) will meet the previous criteria plus:

- Grab the attention of the audience with a good introduction.
- Preview the speech clearly
- Contain clear and well-supported points.
- Show evidence of audience awareness.
- Exhibit use of strong connectives (previews, summaries, transitions).
- Have a good collection of reliable and useable source citations.
- Be delivered fairly fluently.
- Use appropriate, clear language.

A superb speech (A range) should meet all of the preceding criteria plus:

- Be delivered in a very polished manner. (Which will include: sustained eye contact, natural gestures, crisp articulation, effective vocal variety, and genuine interest in the topic.)
- Use vivid, concrete, listener-centered language and carefully prepared visuals (when needed) to maintain audience interest.
- The use of reliable and necessary sources to support and elaborate on your topic and arguments.
- Deal with a challenging, unique topic or take a fresh, unexpected approach to a common topic.

**Unsatisfactory speeches (D and F range) will lack these criteria in a notable way. Often they are characterized by lack of substance, a trivial treatment of the topic, little or no connection with listeners, and/or obvious lack of preparation and practice.

Grading

<u>Assignment</u>	<u>Percentage of final grade</u>
Introductory speech	5
Tell a joke	5
Informative speech	15
Persuasive speech	15
Special Occasion speech	10
Group Symposium	20
Exams	10
Speech Analysis	10
Quizzes/Worksheets/Daily Work	10
Extra Credit	10
Total	110%

Your attendance and participation will also affect your overall grade. Students who work hard, but miss several classes will receive a higher grade than students who just show up and only miss a few classes.

Disclaimer

The instructor reserves the right to modify, amend, or change the syllabus as the curriculum and/or program requires. Students will be notified with sufficient time to complete their assignments.