

SPCM 1100: INTRODUCTION TO PUBLIC SPEAKING:  
LESSONS IN CITIZENSHIP

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**Office Hours:** By appointment only—I am available both before class and directly after

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**Required Textbook:**

Lucas, S. E. (2007). *The art of public speaking* (9<sup>th</sup> ed.). Boston: McGraw Hill

**Course Goal:**

The goal of this course is to help students become better communicators and better citizens. We intend to teach students how to speak effectively in public. We intend to help students understand why some people are more effective and others less effective as public speakers. And, **we intend to teach students how to be competent and thoughtful citizens**. In short, we seek to help students become better speakers and critics of political communication.

**Course Objectives:**

1. Students will understand the need for effective public speaking skills in contemporary society.
2. Students will develop research, organizational, and delivery skills for the preparation and presentation of speeches.
3. Students will enlarge their ability to listen critically and analyze public speeches.
4. Students will be able to articulate and practice an ethical approach to public speaking.
5. Students will be able to analyze and articulate differing rhetorical situations and create speeches that are appropriate to the situation.
6. **Students will gain important knowledge regarding the upcoming elections by both speaking and listening to speeches on these topics.**

**Course Policies:**

1. Registration: Only students who are officially enrolled in the class may attend. If you are not officially enrolled and wish to add the class, please see me.
2. Attendance: Attendance will be taken at every class. Absences due to university activities (e. g., debate, sports, etc.) must be discussed with the instructor no **later than one week before** the relevant class period(s). Written documentation for a

university sanctioned absence must be provided. Arrangements concerning absences are at the instructor's discretion.

Your regular attendance is necessary as examinations and speech assignments not only cover material from the book, but also material that is covered only in lectures. You have 1 unexcused absence for the summer term. For each absence exceeding this amount, you will be penalized *30 points* off your total grade. Please note that if you should you miss class, it is your responsibility to obtain missed materials from a classmate, not the instructor. Also, keeping accurate records of your attendance is your responsibility. I will pass around a sign-up sheet at the beginning of each class period. It is your responsibility to sign-in everyday.

Tardiness is not appropriate and will not be tolerated. Ensure that you allow yourself enough time to be in class before it begins. Additionally, leaving class early is strongly discouraged. If you are more than *10 minutes* late to class, you will be charged with a ½ absence. Also, if you leave class early, you will be charged with a ½ absence. Moral of the story—come to class on time and expect to stay throughout the period.

3. Excused Absences: Occasionally, a student may miss a speech or have an extra absence for which they will not be penalized. There are five standards by which I determine if an absence is excused. Before asking me for an exemption, however, be certain that your situation conforms to *every one* of the following criteria:
  - a. The absence must be unexpected. There was no way you could prepare for it or plan ahead.
  - b. The circumstances of your absence must be beyond your control.
  - c. The nature of your excuse must be serious: a death or medical crisis in your immediate family; onset of an incapacitating illness; or severe accident.
  - d. If you are physically able, you *must* contact your instructor or leave a message prior to the time that you are expected to give a speech or complete an assignment.
  - e. You must be able to document your excuse in writing. A note from the Health Center that says that you were seen does not count. You will need a note that says you are unable to attend class.
  
4. Learning Accommodations: Any students who need special accommodations for learning or who have particular needs are invited to share these concerns or requests with me as soon as possible. The Disability Resource Center (542-8719, Clark Howell Hall) provides written documentation that specifies the needed modifications (i.e., note taker, extra time for tests) to the instructor. If you have not contacted The Disability Resource Center to request a letter be sent to your instructor, please do so.

5. Emergencies: If an emergency arises and you know that you will not be able to get to class on an exam or speech day, please let me know ahead of time by sending me an email or leaving a message with the department secretary.
6. Exams: Two exams are scheduled on the syllabus. Students are expected to take the exams on the dates assigned. (See also the *Final Exam Policy*).
  - (a) **Make up exams are allowed** for full credit for excused absences with proper documentation. Students may make up their exam when they are absent due to a university sanctioned activity where prior notice has been provided, an emergency which has been documented through their advisor or Student Affairs, or an illness which has been verified in writing from your private physician or the Student Health Center. In the case of illness, you must get a note from either your private physician or from the Student Health Center signed by a clinician (Not a Health Center Nurse) that says something to the effect: "In my opinion, this student should be in classes today and/or tomorrow (specify the particular date[s] involved)." Typically, a private physician or clinician will write a note for an illness for one or two days. However, if your illness lingers, you will need to recheck with the private physician or clinician and request an additional note to document your absence. The note does not have to indicate the specifics of your illness, but that the physician or clinician does not think you are well enough to attend class.
  - (b) **Make up exams are not allowed** without proper documentation. Make-up exams are not allowed for any type of unexcused absences, including missing class to study for a test, oversleeping, not being ready to take the exam, or having to work at an outside job. You will receive a **ZERO** for that exam.
7. Speeches: Public speech presentations are clearly scheduled on the syllabus, and you will be assigned specific times and dates to present your speech(es). Students must speak on their assigned day.

The following policies apply to students who do **NOT** speak on their assigned day:

- (a) **If a speech is not given on the assigned day due to an excused absence (see above), then the speech may be made up and full credit will be available.** Students may present their speech during the next class period, if time permits, when they are absent due to a university sanctioned activity where prior notice has been provided, an emergency has been documented through their advisor or Student Affairs, or an illness has been verified in writing from your private physician or the Student Health Center. Please see the above policy for a description of the required

written verification to be provided by your private physician or the Student Health Center.

(b) **If a speech is not given on the assigned day due to an unexcused absence, the speech must be made up, but no credit will be given.**

Unexcused absences include: missing class to study for a test, oversleeping, not being ready to speak, and having to work at an outside job. Students who do not provide an acceptable reason for not giving their speech will make up the assignment at the instructor's discretion for zero points. *Reminder: To receive a grade for this class, you have to complete all the speeches (whether or not you earn a grade for the speeches).*

8. **Assignments:** I collect all assignments at the beginning of the class period. Any assignments handed-in after I initially collect them will be considered late. If an assignment is late, you will receive ½ credit for your work. If you are sick the day an assignment is due, please have a friend or roommate drop the assignment off in my mailbox at the Speech Communication Main Office (110 Terrell Hall). If you do not come to class on the due date, please make sure the administration assistant in the Speech Communication Main Office puts the time and date the assignment was received on your assignment before she puts it in my mailbox. If you are sick and do not turn in the assignment, it will be considered late.
9. **Research Requirement:** As part of your participation in this class, you must satisfy a departmental research requirement. This requirement may be satisfied in one of three ways: (a) participation in a research project conducted by the Department of Speech Communication, (b) a summary and analysis of a communication research article, or (c) attendance at and a written analysis of a colloquium presentation at the Department of Speech Communication. For information about all three options, see the attached document titled: *The UGA Speech Communication Research Participation: Information for Students*. Failure to fulfill the research requirement will result in a grade of Incomplete (I) for this class. Note: You will need to complete a separate research project or paper for each Speech Communication class that requires or offers research participation.
10. **Receiving a Final Grade:** Students must complete all exams, speeches, and the research requirement to receive a grade. Final grades will be reported to the University on June 6, 2008.
11. **Academic Honesty:** “Academic honesty is – defined broadly and simply – the performance of all academic work without cheating, lying, stealing, or receiving assistance from any other person or using any source of information not appropriately authorized or attributed” (From the Preamble to “A Culture of Honesty”). The University, the Department of Speech Communication, and I personally take academic honesty very seriously. Every student at the University of Georgia should be familiar with the booklet, “A Culture of Honesty: Policies and Procedures on Academic Dishonesty.” If you are not, please obtain one of

these booklets and read it carefully. This document has a thorough presentation of four types of academic dishonesty including plagiarism, unauthorized assistance, lying/tampering, and theft, as well as the procedures that are in place to adjudicate alleged incidents of academic dishonesty. The policies and procedures described in “A Culture of Honesty” will be strictly followed.

12. Final Exam Policy: The final exam will be given at the assigned time per the official University schedule. The final exam will NOT be given early or at a different time unless changed by the University. There are no exceptions to this policy. Please mark your calendars and make your travel plans based on the final exam times noted below:

**The final exam will be held on WEDNESDAY, June 4.**

13. Grievance Procedure: Occasionally, students are unsatisfied with some dimension of the course. If you have a concern at any time during the course, please come speak with me directly either during office hours, by appointment, or via email.

If you want to appeal a grade, the department policy is that you *must* make the grade appeal in writing to me. Prepare and submit a typed argument indicating what your specific appeal is and what grade you believe you deserved. Turn in the appeal before or after class, during office hours, or at a scheduled appointment within one week of the grade being returned. If you have employed these measures and are still dissatisfied, or feel that an appropriate resolution may not be reached by working with me, then I encourage you to contact the Basic Course Director Dr. Harris at [tharris@uga.edu](mailto:tharris@uga.edu) . She will also need a written grade appeal in order to help you.

### **Course Assignments and Evaluation:**

#### Assignments:

Each student will complete the following assignments for a total of 1000 points:

Exam 1 (Midterm)	100
Exam 2 (Final)	200
Narrative Speech (1)	50
Informative Speech (2)	200
Invitational Speech (3)	100
Policy Speech (4)	250
Class Participation/Homework	100
<u>Research Requirement</u>	<u>Required to Pass the Class</u>
<i>Total</i>	<i>1000</i>

Speeches: For detailed assignment descriptions—including exact requirements—see WebCT. Here is a short synopsis of each speech assignment:

Narrative Speech (5% of grade): For this 3-4 minute speech, the student will introduce their topic through a narrative or a story. The student will tell a story about how the topic impacts individual human lives. The object is to personalize the topic. This story may be fictional, but would preferably come from the student's experiences or from the press.

Informative Speech (20% of grade): For this 4-6 minute speech, the student will inform the audience about a salient aspect of their group's topic. In this speech, the student will convey useful or interesting information to the audience using research.

Invitational Speech (10% of grade): For this 5 minute speech, the student will explore an issue or articulate a position. The speech will be delivered before a small group of classmates, who will then participate in a dialogue for 10 minutes.

Policy Speech (25% of grade): For this 6-8 minute speech, the student will propose a plan to solve one of the problems with their topic. After the speech, the student will field questions from the audience for 2-3 minutes.

Exams:

Two examinations will be given throughout the semester accounting for 300 points or 30% of your grade. Each examination will consist of a combination of true-false, multiple choice, and some essay format items. The midterm test covers approximately one-half of the course material. The final will cover the entire course material. Both exams cover material from lectures and the textbook.

Grading:

Although each assignment has a distinct set of grading criteria, there are general standards that can be applied to all of the speeches:

The "B" or "A" speech presents a thesis that is significantly challenging for college students. The analysis reflects superior understanding of the subject and its appropriate development. The central idea is introduced so as to engage the concern as well as the interest of the listener. The organization of the main points and supporting materials is strikingly clear. The delivery of the speech is marked by excellent choice of language, articulation, and animation. The speech reflects a high degree of polish as presented in final form. While a "B" speech is above average, an "A" speech is clearly superior in all areas. In essence, the "B" or "A" speech goes above and beyond the basic requirements.

The “C” speech meets the basic requirements of the assignment. It develops a clearly defined idea that is phrased and presented in a manner significant for the audience. There is supporting material for the main points. The speech has a recognizable developmental pattern. The speaker makes adequate use of basic physical and vocal delivery. The “C” speech is an average speech.

The “D” or “F” speech treats a topic in a trite or inconsequential way, or it may not conform to the assignment. The thesis may be vague or too broad to cover in the allotted time. There is a lack of structure and often a considerable amount of irrelevant, superficial material. There is little attempt to adapt to the audience and situation. Delivery is broken or lacks variety, and there may be problems with the choice of language. While the “D” speech is below average, it does have some saving grace. The “F” speech has none.

Grading Rubric:

A	933-1000
A-	900-932
B+	880-899
B	830-879
B-	800-829
C+	780-799
C	730-779
C-	700-729
D	600-699
F	<599

The Basic Course Director’s Policy in Speech Communication is that no extra credit is allowed. Therefore, I cannot give extra credit to anyone.

## Tentative Schedule

**Tentative Schedule:** This schedule is tentative and may change due to the needs of the class. Students should be prepared to discuss assigned readings in class.

Date	Topic/Activities	Reading	Due
13-May	Intro to the Class/Topic Selection	1	
14-May	Language, Listening, Audience Analysis	3, 5,	
15-May	Delivery, Nervousness, Language	11, 12	Speech 1 manuscript
16-May	<b>Narrative Speech(1)</b> , Thesis statements	4	
19-May	Speaking to Inform, Ethical research	2, 14	
20-May	Gathering Materials and Supporting Ideas	6, 7	
21-May	Outlining and Organization	8, 9, 10	Speech 2 outline
22-May	<b>Informative Speech(2)</b>		
23-May	Invitational Speaking	see WebCT	
26-May	No Class		
27-May	<b>Midterm</b> / Invitational Speaking		
28-May	<b>Invitational Speech(3)</b>		
29-May	Speaking to persuade	15	
30-May	Reasoning and Logical fallacies	16	Speech 4 outline
2-Jun	<b>Policy Speech(4)/Review</b>		
3-Jun	<b>Policy Speech(4)/Review</b>		
4-Jun	<b>Comprehensive Final Exam</b>		