

SPCM 2150H: Perspective on Public Communication

Dr. Tom Hove

Classroom: 219 Peabody

11:15-12:05 MWF

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Office: 219A Terrell Hall

Office Hours: 10-11 MW and by appointment

Course Goal:

The goal of this course is to help students become better communicators. 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. In short, we seek to help students become better speakers and critics of public 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 enhance 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 differing rhetorical situations and create speeches that are appropriate to the situation.

Required Texts:

Stephen Lucas. *The Art of Public Speaking* (McGraw Hill; 9th ed.)

Additional readings will be provided our course WebCT site.

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 Dr. Harris (120 Terrell Hall).
2. **Attendance:** Attendance will be taken at every class no more than 10 minutes after class has begun. Absences due to university activities (e. g., debate, sports, etc.) must be discussed with the professor *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 professor's discretion. If you are unable to come to class for a medical reason, then you must supply the professor with the appropriate written documentation. If you are unable to come to class for personal emergencies (e.g., a death in the family), then you must supply the professor with the appropriate written documentation from the Office of Student Affairs within 48 hours of the missed class. You have **THREE** excused or unexcused absences for the semester. *For each absence exceeding this amount, you will be penalized 3 points off your participation grade at the end of the semester.* Whenever you miss class, get that day's assignment from a classmate, or email me. Missing class will not exonerate you from meeting deadlines. Finally, don't come to class late. Allow yourself enough time to be in class before it begins.
3. **In-Class Participation:** I expect you to be well prepared in discussions, as well as polite and attentive to both me and your classmates. I notice *everything* and get easily distracted.
4. **Laptops, Cell Phones, etc.:** I will not allow you to use any of these devices during our class discussions. You will not need a laptop to take notes in this class, so I don't want to see one open on your desk. The same goes for newspapers, crossword puzzles, and sudoku.
5. **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 and contact the Disability Resource Center (542-8719, Clark Howell Hall).
6. **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 as soon as possible ahead of time by sending me an email or leaving a message with the department secretary.
7. **Exams:** Two exams are scheduled on the syllabus. Students are expected to take the exams on the dates assigned. (Also see the Final Exam Policy.)
 - a. *Make up exams are only 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 when previous notice has been provided, or due to an emergency which has been documented through their advisor or Student Affairs, or due to 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 a clinician at the Student Health Center.
 - 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.

- c. *Speeches*: Public speech presentations are clearly scheduled on the syllabus, and you will be assigned specific times and dates to present them. Students must speak on their assigned days.
8. **Assignments**: 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). *Each day an assignment is overdue, 10% of the grade is deducted.* Overdue starts at the end of the class period on the assignment's due date. If you do not come to class on the due date, please make sure the secretary 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.
 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. (More details below, as well as on our course WebCT Homepage.)
 10. **Receiving a Final Grade**: Students must complete all exams, speeches, and the research requirement to receive a grade.
 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."
 12. **Final Exam Policy**: The final exam will be given at the assigned time according to 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. **The final exam will take place on Friday, May 2, 12:00-3:00 p.m.**
 13. **Grievance Procedure**: If you have a concern at any time during the course, feel free to 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, *with relevant evidence and reasons that justify that belief* (personal feelings alone are not sufficient). Turn in the appeal before or after class, during office hours, or at a scheduled appointment at least 24 hours after but 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, you should contact the Basic Course Director Dr. Harris at tmharris@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:

Research Requirement (required to pass)
 Informative Speech 150
 Persuasive Speech 150
 Critical Analysis 250
 Special Occasion Speech 100
 Class Participation 50
 Midterm Exam 150
 Final Exam 150

Grading:

A 930 - 1000
 A- 900 - 929
 B+ 880 - 899
 B 830 - 879
 B- 800 - 829
 C+ 780 - 799
 C 730 - 779
 C- 700 - 729
 D 600 - 699
 F 599 and below

Extra Credit: The Basic Course Director's Policy in Speech Communication is that no extra credit is allowed. Accordingly, I cannot give extra credit to anyone.

Exams:

Two exams will be given throughout the semester. Each exam will consist of essays that analyze the persuasive and presentational techniques of oral or written arguments. The final exam is not cumulative. Exams cover material from lectures and the textbooks. *** **The final exam will be held on Friday, May 2, 12:00-3:00 p.m.*****

Speeches:

You will give five speeches in this class. Shortly before each speech is scheduled, assignment details and grading criteria will be distributed and discussed. The speeches are as follows:

1. *Introduction Speech* (ungraded): In this 1-2 minute speech you introduce yourself to the class (name, where you are from, year, major or expected major, etc.). In addition to supplying that information, focus on one aspect of your

personal life to share with your audience. Build the speech around a theme. For example, you could single out a personal goal, activity, or quality that has played a significant role in your life. Give your listeners sufficient information to help them remember who you are and what you represent or care about.

2. *Informative Speech* (150 points): This is a 4-6 minute speech in which you provide information about various features of an issue or topic while trying not to display your own position on it. You will be required to orally cite at least two reputable sources. Your audience should come away from this speech with a clear view of controversies or contestable claims that relate to your topic, but they should not find it obvious what you personally believe. Your goal is to provide the best possible range of information from a variety of positions and perspectives.
3. *Persuasive Speech* (150 points): This speech will be about a controversial topic or current event. It can concern questions of fact, value, or policy. You will acknowledge competing points of view on your topic, but most of your speech should illustrate and justify your own point of view. You will be required to cite four reputable sources.
4. *Critical Analysis* (250 points): This will be a 6- to 8-page paper in which you analyze the purposes and rhetorical techniques of a significant public speech of your own choosing. It will be due some time around mid-April.
5. *Special Occasion Speech* (100 points): This is a speech intended for a special occasion (see *Art*, Ch. 17). The purpose of your speech can be any of the following: introduction, presentation, acceptance, commemoration, eulogy, press statement, or protest.

Other Assignments:

1. *In-Class Assignments*: Students will be required to complete a variety of in-class assignments, possibly including pop quizzes if they prove necessary. Such activities will count toward your final participation grade.
2. *Research Requirement* (See *guidelines on WebCT Homepage*): As part of your participation in this class, you must satisfy a departmental research requirement. For information about the *three options* for completing the research requirement, see the document titled “The UGA Speech Communication Research Participation: Information for Students” (linked on our course WebCT Homepage). Please read and be aware of the option you choose. 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.

Tentative Schedule:

This schedule is tentative and may change due to the needs of the class and the pacing of the semester. Students should be prepared to discuss assigned readings in class (or take a pop quiz on assigned readings) on the assigned day. In other words, you should have the chapter read by class time on the day listed in the schedule. *Note*: Whatever I write on the board in class or on the WebCT Course Calendar as the next day’s assignment will always override what is printed in the schedule below.

<u>Week 1</u>	Jan 7 Introduction to Course Jan 9-11 Speaking in Public: <i>Art</i> , Ch. 1 Giving first speech: <i>Art</i> , pp. 74-83	<u>Week 9</u>	March 3-7 *** Midterm Exam Ethics of Argument: <i>Art</i> , Ch. 2
			***SPRING BREAK MARCH 8-16
<u>Week 2</u>	Jan 14 Beginning and Ending: <i>Art</i> , Ch. 9 Jan 14-18 *** Introduction Speeches	<u>Week 10</u>	March 17-21 Persuasion: <i>Art</i> , Ch. 15 Methods of Persuasion: <i>Art</i> , Ch. 16
<u>Week 3</u>	Jan 21 NO CLASS: Martin Luther King, Jr. Day Jan 23-25 Listening: <i>Art</i> , Ch. 3 Selecting a Topic: <i>Art</i> , Ch. 4	<u>Week 11</u>	March 24-28 *** Persuasive Speeches
<u>Week 4</u>	Jan 28- Audience Analysis: <i>Art</i> , Ch. 5 Feb 1 Speaking to Inform: <i>Art</i> , Ch. 14	<u>Week 12</u>	March 31- April 4 *** Persuasive Speeches
<u>Week 5</u>	Feb 4-6 Gathering Materials: <i>Art</i> , Ch. 6 Supporting Ideas: <i>Art</i> , Ch. 7	<u>Week 13</u>	April 7-11 *** Persuasive Speeches
<u>Week 6</u>	Feb 11-15 *** Informative Speeches	<u>Week 14</u>	April 14-18 Special Occasions: <i>Art</i> , Ch. 17
<u>Week 7</u>	Feb 18-22 Organization: <i>Art</i> , Ch. 8 & 9	<u>Week 15</u>	April 21-25 *** Special Occasion Speeches
<u>Week 8</u>	Feb 25-29 Outlining the Speech: <i>Art</i> , Ch. 10	<u>Week 16</u>	April 28 *** Special Occasion Speeches
			*** FINAL EXAM: Friday, May 2, 12:00-3:00 p.m.