

COMM 1020: INTRODUCTION TO PUBLIC SPEAKING



SPRING SEMESTER 2016, MONDAY & WEDNESDAY, 8.00 – 9.15 AM (EDUCATION 209)

INSTRUCTOR: YANNICK KLUCH **OFFICE:** 219B WEST HALL (PHONE: 419.372.3437)
YKLUCH@BGSU.EDU **HOURS:** TUESDAY, 6.00 – 8.00 PM (+ BY APPOINTMENT)

REQUIRED TEXT:

Houck, Davis. *Public Speaking in the 21st Century*. eBook. Flip Learning, 2015.
Available from the BGSU bookstore or via the Flip Learning website.

In order to save money and a bit of time, you can purchase your COMM 1020 textbook subscription directly from Flip Learning by following these instructions:

1. Visit <https://bgsu.fliplearning.com>
 2. Click on "Student registration"
 3. Fill in your account information (name, email, and password)
 4. Go check your email and confirm your account.
 5. Sign in to your new account.
 6. You're now on the enrollment page. Pick your classroom and pay by credit card.
 7. Done. You're now in your classroom.
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STUDENT LEARNING OBJECTIVES :

1. Expand your expertise in the principles, concepts, and theories of public speaking.
2. Learn strategies for communicating ethically.
3. Adapt your message to diverse audiences ethically and effectively.
4. Learn strategies for managing communication apprehension.
5. Inform diverse audiences on topics of interest to you.
6. Persuade diverse audiences ethically and effectively.
7. Use presentational technology effectively.
8. Develop and improve your research, organizational, and critical thinking skills.
9. Apply your public speaking skills to varied presentational contexts (professional, impromptu, and personal).
10. Perform critical evaluations of yourself and others.
11. Understand the power of communication to solve social problems and increase civic awareness.
12. Speak in front of an audience with preparation, polish, and authority.

COMM 1020 fulfills an English Composition and Oral Communication requirement in the BG Perspectives program.

BGP LEARNING OUTCOMES :

1. Upon the successful completion of English composition and oral communication courses, students will:
2. Formulate effective, ethical written and/or oral arguments which are based upon appropriate, credible research.
3. Construct materials which respond effectively to the needs of a variety of audiences, with an emphasis upon academic audiences.
4. Analyze how the principles of rhetoric work together to promote effective communication.
5. Communicate effectively when participating in small groups and/or making formal presentations.
6. Utilize rhetorical strategies that are well-suited to the rhetorical situation, including appropriate voice, tone, and levels of formality.
7. Demonstrate critical thinking, reading, and writing strategies when crafting arguments that synthesize multiple points of view.

ASSIGNMENTS :

You will have 1000 points to earn for the semester. You will earn those points as follows:

Participation (75 points)

In COMM 1020, your attendance is essential to your success. You are expected to participate in class discussions and activities and to be an active audience member on speech days. Because your presence and participation are so integral to your COMM 1020 experience, participation will be graded for the duration of the semester. Participation is worth 75 points. You will be awarded five participation points each week. Point allotment for each class meeting depends on how many your section meets:

2-days-per-week sections: 2.5 points per class meeting

Because there are 16 weeks in each semester – which provides the opportunity for you to earn 160 points – you may miss participating in up to one full week of class meetings without jeopardizing your grade in any way. Each time thereafter will result in a reduction of your overall participation grade. What is more, your presence in class does not guarantee full credit for that session. You are awarded points not for your presence but for your *full participation*.

Part of your participation score for each week will be determined by your participation in the chats contained in the Flip Learning platform. In order to receive full credit for participation, you must complete at least two chats per chapter by the time class begins on the day for which the chapter is assigned. For example, Chapter 2 is due by the second class session. So, by the time class begins on that day, you should have completed two chats in Chapter 2. Failure to complete the chats will result in a 2-point deduction from your participation for that week. If you are not present in class beyond your free absences (see below), you will not receive points for participation even if you do complete the chats.

The rest of your participation score will be determined by your participation during each class session. Full participation means completing activities and being actively engaged in class discussions and lectures.

Attendance is also essential to your success in COMM 1020. However, I do understand that things may come up that cause you to miss classes occasionally. Therefore, you are allowed **THREE** absences with no penalty to your grade. After your third absence, **TEN POINTS** will be deducted from your final grade for each additional absence. This will add up quickly, so make sure you're attending class.

Quizzes (150 points)

Twelve quizzes will be given via the Flip Learning platform over the course of the semester. Dates for the quizzes are on your course calendar. Each quiz will be worth 15 points and your two lowest quiz scores will be dropped for a total of 150 points.

Artifact Speech (100 points)

The artifact speech is a 2-3 minute speech designed to evaluate students' level of comfort and skill in public speaking. You will introduce yourself and explain the special meaning of an artifact to your life and identity. Detailed instructions for this assignment appear in your eBook.

Informative Speech (150 points total)

The informative speech is a 5-6 minute speech in which you will inform your audience about a topic of interest to you and them. Detailed instructions for this assignment appear in your eBook.

Persuasive Speech (200 points total)

Your major individual speaking assignment of the semester is a persuasive speech of 6-8 minutes in length. You will use Monroe's Motivated Sequence to persuade your audience. Detailed instructions for this assignment appear in your eBook.

Impromptu Special Occasion Speech (50 points)

This assignment gives you an opportunity to experience two of the most common types of public speaking: ceremonial speeches and impromptu speeches. Scenarios for this speech will be assigned when you walk into class, and you will have about five minutes to prepare your 2-3 minute speech. Detailed instructions for this assignment appear in your eBook.

Group Speaker Analysis Speech (150 points total)

In small groups, students will work together to examine and critique an important speech from American history. This speech will serve as your final exam and will be presented during your section's regular final exam period. Detailed instructions for this assignment appear in your eBook.

Outside Speaker Experience Essay (50 points)

For the outside speaker experience, you will need to attend one of the World Speech Day speaker events to be held in March or another pre-approved speaking event. After attending the event, you will write a 3-4 page paper discussing the speaker, the context of the event, and what you learned about public speaking from the event. Detailed instructions for this assignment appear in your eBook.

Self-Critique Reflection Essay (75 points)

This assignment gives you an opportunity to watch your recorded informative speech and reflect on your performance and preparations for that speech. Using the same rubric as me to grade the speech, you will consider what went well in your speech and what needs improvement. After watching the video of your informative speech, you will write a 3.5-4 page essay reflecting on your speech content preparation, your speech delivery preparation, and your speech performance. The final section of your essay requires you to set goals for future speech performances. Detailed instructions for this assignment will be distributed closer to the due date of the assignment.

COMM 1020 - COURSE POLICIES:

All course policies are in your eBook; however, they are duplicated here for your convenience. These policies are the same across ALL sections of COMM 1020 under the direction of Dr. Emily Anzicek.

Attendance

"Excused" vs. "Unexcused" Absences

In COMM 1020, we do not recognize a distinction between excused and unexcused absences. If you are present and participate, you will earn your points. If you are not present and do not participate, you will not earn your points. If you need to be absent for a university-sanctioned event, proper documentation of that event must be submitted to your instructor prior to your absence.

In the event of extreme extenuating circumstances – such as extended hospitalization – the attendance policy may be amended. Such amendments will be made on a case-by-case basis and will only be made by the Course Director. Students seeking an exception for extreme extenuating circumstances will need to meet with the Course Director and provide documentation that explains their absence.

Absences during Exams and Presentations

If you are scheduled to speak and you miss class, you will be awarded a zero for the presentation portion of the assignment. Make-up speeches are not permitted except in the case of extreme extenuating circumstances. In such a case, the following procedure must be followed. *Failure to follow any part of this procedure will result in a zero for the speech assignment.*

1. Contact me within 24 hours of the missed presentation. If you are aware of your need to be absent prior to the presentation, you should contact to me *before* missing the assignment.
2. By the next class session you attend, give me documentation of your absence (see below for criteria for acceptable documentation).
3. I will then take your documentation and consult with the Course Director, who will make the final decision as to whether or not you are permitted to make up the presentation.
4. Make-up presentations will only be granted for *documented* absences.

Acceptable Documentation

For absences due to illness, you must provide a doctor's note, dated, and signed by the doctor on official letterhead or prescription pad. Please note that the Student Health Center does not provide such notes and will only confirm that you visited the

Health Center, not that you were ill. For university sponsored events, you must have documentation from a coach, faculty advisor, or other staff member responsible for the event you are attending.

Excessive Tardiness

Being late to class is disruptive, especially on speech days. I understand that sometimes being late is unavoidable. However, excessive lateness is not acceptable. If I determine that you are late for class excessively, you will be given a warning. After that warning, any additional time you are late will result in a two-point deduction from your final grade in this class.

Walking into class late while a classmate is doing a speech is unacceptable. If you are late on a speech day, remain in the hallway until you hear applause. Disrupting another student's speech by walking in late will result in a 10% reduction on your own speech grade.

Completion of All Major Assignments

In order to pass COMM 1020, you must complete ALL three major speeches (informative, persuasive, and group speeches). Failure to present even one of these speeches will result in an automatic grade of F in COMM 1020.

Academic Honesty

You are expected to be familiar with and to follow the codes of conduct described in the BGSU Student Handbook (<https://www.bgsu.edu/student-handbook.html>). Please also see the discussion of cheating and plagiarism in your course manual. Violations of the student code of conduct will be pursued to the fullest extent the university allows. Cheating and plagiarism can result in a score of zero on an assignment, outright failure of the course, or in some cases expulsion from the university. All violations of the Code of Academic Conduct will be reported to the Course Director who will in turn report the violation to the Associate Dean of Student Services in the College of Arts and Sciences. The Dean of your home college (if not the College of Arts and Sciences) will also be notified. More information: <http://www.bgsu.edu/catalog/academic-policies/academic-honesty.html>

Disability Policy

In accordance with university policy, if you have a documented disability and require accommodations to obtain equal access to the course, you should contact me at the beginning of the semester to make this need known. Students with disabilities must verify their eligibility through Disability Services, 38 College Park

Office Building, 419-372-8495. More Information: <http://www.bgsu.edu/disability-services.html>

Writing Policy

For this course, all written assignments must be typed in a 12-point Times New Roman or Helvetica font, double spaced, spellchecked, and grammatically correct. For all assignments requiring the use of sources, proper MLA or APA style will be standard (I will specify which style you are expected to use before the first assignment is due). If you need help with writing, please take advantage of the excellent assistance offered by the writing consultants at The Learning Commons (1st floor of the Jerome Library, 419-372-2823, tlc@bgsu.edu).

Religious Holidays

It is the policy of the University to make every reasonable effort allowing you to observe your religious holidays without academic penalty. In such cases, it is your obligation to provide me with reasonable notice of the dates of religious holidays on which he or she will be absent. Absence from classes or examinations for religious reasons does not relieve you of your responsibility for completing required work missed. Following the necessary notification, you should consult with me to determine what appropriate alternative opportunity will be provided, allowing you to fully complete your academic responsibilities. (As stated in The Academic Charter, B-II.G-4.b at:r (<http://www.bgsu.edu/faculty-senate/academic-charter.html>))

University Closure

In most cases, the University will not close for winter conditions unless the Wood County Sheriff's Department declares a Level 3 emergency. Information about University wide closures is communicated by the Office of Marketing and Communications, which will notify the University Fact Line, local FM & AM radio stations and the four Toledo television stations (see Weather Policy for lists). For changes in individual class meetings, please refer to the class Canvas site for postings by me.

Reading

The eBook is absolutely essential for this course. Do not expect to be able to pass the class without purchasing the textbook. Our textbook provides the groundwork for the concepts I will cover in class. Furthermore, since we have so much material to cover in such a short amount of time, I cannot cover in class everything that will

appear on quizzes and assignments. However, you are still responsible for that material.

Your Grade

Please note that I do not give you a grade, you earn it. You have 16 weeks to make sure that you get the grade you want or need in the course, so take that responsibility seriously. If a problem arises and you need help, seek me out immediately. Don't wait until your grade is too far gone to save. A few important notes about grades in COMM 1020:

1. No presentation or assignment grade will ever be curved in COMM 1020.
2. Final grades are not rounded up (an 89.5% is a B, not an A).
3. Extra credit is generally not offered, and when it is, it is the decision of the Course Director.

Grade Appeals

Grade appeals should be highly unusual in COMM 1020 because I provide ample feedback on assignments and expectations of students are clearly explained in the course manual and in the syllabus. However, in the rare case that an appeal is necessary, you should adhere to the following procedure:

1. You must begin the procedure within seven days of the assignment in question being returned to you. Appeals after that point will not be considered.
2. You will need to provide to me a written statement of why you believe the grade is incorrect. This written appeal should include concrete evidence from the assignment description, course manual, textbook, syllabus, or other source to support your position. Your written statement should be detailed and specific.
3. I will then take 24-48 hours to consider your appeal. After that point, I will provide a response in writing, approving or denying your appeal.
4. Should you disagree with my decision, you may take your appeal to the Course Director. Please note, however, that it is exceedingly rare for the Course Director to overrule an instructor's decision.

Please keep in mind that grade appeals are for specific assignments, not for your overall, final grade in the course. The BGSU Academic Charter is extremely specific and limited about what constitutes a legitimate final grade change in a course. We cannot consider grade appeals based on the need to achieve a certain grade to keep a scholarship or place on an athletic team, or because you plan to graduate at a certain time. It's your responsibility to do the work to earn the grade you want or need in the course.

Course Director

In the event that you need to talk to the Director of COMM 1020, her information is as follows:

Dr. Emily Anzicek
219 A West Hall
419-372-8951
emilya@bgsu.edu

Ethical Communication

Under no circumstance will racist, sexist, homophobic, or any other type of oppressive, prejudiced language be tolerated in COMM 1020. Please take the responsibility to think before you speak and consider your words carefully. I reserve the right to ask you to leave, with no credit for attendance, if your language crosses this boundary.

We all need to respect one another's opinions, even when we disagree with them. This is not to say that debate is unwelcome. Rather, we expect healthy, reasoned, thoughtful debate that in all ways respects and values the individual person. Be prepared to provide evidence and support for your arguments. There is to be no ridiculing, laughing at, or disparaging anyone in this class. Giving speeches is difficult enough without having to worry about one's classmates making the situation more uncomfortable.

First Day Attendance Policy

In accordance with the University's First Day Attendance Policy, I will record the names of students who do not attend the first session of this class and request that they be "dropped" so that seats are made available for other students. An exception will be made if a non-attending student has an excusable circumstance and has contacted me prior to the first class meeting.

Student Veteran-Friendly Campus

BGSU educators recognize student veterans' rights when entering and exiting the university system. If you are a student veteran, please communicate with me so reasonable accommodations can be made for absence when drilling or being called to active duty (See <http://www.bgsu.edu/news/2010/08/bgsu-named-veteran-friendly-campus.html>).

Student-Athletes

If you are part of an athletic team at BGSU, you are required to hand in a complete schedule of all dates with athletic events within the first week of classes; dates that interfere with the class schedule need to be highlighted. If you have to miss a class session based on your schedule as a student-athlete, it is your responsibility to contact me at least one week prior to missing class to schedule and complete makeup speeches/assignments.

COMM 1020 Annual Showcase

If you deliver an outstanding speech in your COMM 1020 section, I reserve the right to nominate you for the annual COMM 1020 Showcase, which is held at the end of the spring semester of each academic year. The showcase features talented speakers from all COMM 1020 sections taught throughout the academic year, who have been selected to present their speeches to a wider audience of BGSU community members, Department of Communication faculty, as well as family and friends of the speakers. Participation in the showcase is voluntary. The selection process is competitive and includes a screening process of all submitted speeches by a selection committee chaired by the COMM 1020 Course Director / Assistant Course Director.

General Resources (e.g., Computer Labs, Writing Center)

Writing Center:

<http://www.bgsu.edu/learning-commons/writing/writing-resources.html>

Counseling and Wellness Services:

<http://www.bgsu.edu/counseling-center/staff.html>

Student Technology Center:

<http://www.bgsu.edu/education-and-human-development/centers-institutes-labs/technology-and-resource-center.html>

COMM 1020 - COURSE INSTRUCTOR POLICIES:

The following policies are identical for all classes taught by me. You are expected to follow these policies at all times.

Contacting Me

I highly encourage you to contact me with any questions related to this course. E-mails will be answered within 24 hours of receipt during weekdays or 48 hours during weekends. However, I expect you to be familiar with the syllabus, which is why I will not respond to any e-mails that include questions to which the answer can be found in the course syllabus.

E-mail Etiquette Policy

E-mails are a form of communication and therefore do reflect your ability to communicate effectively. All e-mails should include a subject, salutation followed by my name, text addressing the matter at hand, and your name at the end.

Deadline Policy

All assignments submitted later than the due date and time are considered late. Assignments are due at 8.00 AM on the day marked as the deadline for the assignment (for example, your informative speech topic is due on Monday, February 8, at 8.00 AM), unless otherwise indicated (for example, your informative speech rough outline is due on Wednesday, February 17, at 6.00 PM).

Use of Cell Phones, Laptops, Tablet Computers, etc.

Without permission, you may not use recording devices or other electronic devices (cell phones, laptop computers, etc.) in class for anything other than to work with your eBook. Please turn alarms and ringers completely off at the start of class. If you are seen using your phone, laptop, etc. during class for activities unrelated to the topic of the class that day without permission, I will ask you to leave the class for the day. No matter how long you were present during this class period, you will then not get any credit for attendance and participation that day.

Classroom Food/Drink Policy

You may eat and drink during class, if you do so quietly. On speech days, however, you are not allowed to eat and/or drink during the course of the class period, as it may disturb the speakers.

Group Work Policy

As a valuable member of this class, your active participation in and contribution to group work (during the semester as well as for the final group speech) is greatly appreciated by me and, more importantly, by your classmates and group members. Please make sure to support your group by being a dedicated, enthusiastic group member. If you fail to deliver the work you were assigned to do, you will be graded accordingly. In general, groups will be graded as a whole; however, I reserve the right to adjust grades in case of an unequal distribution of effort during group work.

Speech Day Etiquette

Please understand that it is very inconsiderate to interrupt speeches and disrupt speakers. Therefore, students arriving up to 15 minutes late to class on speech days must wait outside the classroom until the speaker has finished presenting before entering the classroom. Knocking or entering while a student is presenting their speech will result in you not being allowed to enter the classroom for the rest of the day. Arriving late on your own speech day will result in points deducted from your speech. If you are more than 15 minutes late on a speech day, you will be marked absent for the day.

On speech days, your presence is essential; even if you are not holding your own speech, it is important that you are present as part of the audience. Because your presence on speech days is crucial, your three free absences cannot be used on speech days.

Dress Code Policy

Please be aware that the way you dress is also a form of communication, and your choice of clothes can increase or decrease your credibility as a speaker tremendously. The dress code for the informative and group speeches is therefore business casual. For your most important speech assignment this semester (the persuasive speech), you are expected to dress business professional.

Social Media Policy

Almost every semester, students send Facebook/Twitter/Instagram friend requests to me before the class has officially ended. Please be aware that I will not accept any friend requests on social media until after I have submitted your final grades. I appreciate staying in touch with students to see where life is taking them, which is why I will gladly accept your friend request after you have received your final grade for this class.

COURSE CALENDER :

Week 1: Introduction to the Magic of Speech

- M 1/11:** Introduction to the Course, Syllabus, etc.
Chapter 1: COMM 1020 Manual for BGSU Students
- W 1/13:** Public Speaking: Situations and Audiences
Chapter 2: The Magic of Speech
Due: Quizzes for Chapters 1 (on Canvas) and 2 (in eBook) by 6:00 PM
on Friday, January 15

Week 2: Communication Apprehension & Delivery

- M 1/18:** *Martin Luther King, Jr. Day – NO CLASS*
- W 1/20:** Chapter 3: Bodies, Nerves, Delivery: Speaking with Confidence
Due: Artifact Speech Topic (Submit Artifact for Approval on Canvas)
Due: Quiz for Chapter 3 (eBook)

Week 3: More Delivery & Artifact Speeches

- M 1/25:** Workshop Day: Delivery of your Speech (Chapter 3 – continued)
- W 1/27:** Artifact Speeches

Week 4: Language, Style, Humor and Topic Selection

- M 2/1:** Chapter 4: Language, Style, Humor
Workshop: Using Words Effectively
Due: Quiz for Chapter 4 (eBook)
- W 2/3:** Chapter 5: Selecting a Topic
Due: Quiz for Chapter 5 (eBook)

Week 5: Audiences and Speech Development

- M 2/8:** Chapter 6: Audience Analysis
Workshop: Analyzing and Adapting to Diverse Audiences
Due: Informative Speech Topic (Canvas)
Due: Quiz for Chapter 6 (eBook)
- W 2/10:** Chapter 7: Beginnings and Endings
Chapter 8: Organizing the Body
Due: Quiz for Chapters 7 and 8 (eBook)

Week 6: Crafting, Developing, and Doing Research for a Speech

- M 2/15:** Chapter 9: Research: Going Deep and Getting Closer |
Using BGSU Resources for Research
Due: Quiz for Chapter 9 (eBook)
- W 2/17:** Workshop Day: Finalizing your Informative Speech Outline
Due: Informative Speech Rough Outline (Canvas, by 6:00 PM)

Week 7: Visual Aids and Informative Speech Workshop

- M 2/22:** Chapter 11: Seeing and Believing in a Digital World (Visual Aids)
Due: Quiz for Chapter 11 (eBook)
- W 2/24:** Informative Speech Workshop

Week 8: Informative Speeches

- M 2/29:** Informative Speeches
- W 3/2:** Informative Speeches
Due: Self-Critique Reflection Essay by 11:59 PM on Friday, March 4
(Canvas)

Week 9: Spring Break

M 3/7 – 3/11: *SPRING BREAK – NO CLASSES*

Week 10: Persuasion

- M 3/14:** Chapter 10: Goddesses, Courtship, Persuasion
Our Model of Persuasion: Monroe's Motivated Sequence
Due: Quiz for Chapter 10 (eBook)
- W 3/16:** Persuasive Strategies: Making Use of Ethos, Pathos, and Logos
Effectively
Due: Persuasive Speech Topic (Canvas, by 6:00 PM)

Week 11: Persuasive Speech Workshops

- M 3/21:** Workshop Day: Doing Research for the Persuasive Speech
- W 3/23:** Workshop Day: Finalizing your Persuasive Speech Outline
Due: Persuasive Speech Rough Outline (Canvas, by 6:00 PM)

Week 12: Persuasive Speeches

M 3/28: Workshop Day: Persuasive Speech Content & Delivery
W 3/30: Persuasive Speeches

Week 13: Persuasive Speeches

M 4/4: Persuasive Speeches
W 4/6: Persuasive Speeches

Week 14: Speaking in Groups

M 4/11: Speaking in Small Groups
Due: Outside Speaker Experience Essay (Canvas)
W 4/13: Workshop: Finding the Perfect Speech for the Group Analysis Speech
& Writing a Group Contract [*Guest Speaker; Yannick @ CSCA Conf.*]
Due: Group Speech Analysis Topics by 6:00 PM (Canvas)

Week 15: Speaking on Special Occasions

M 4/18: Chapter 12: Speaking on Special Occasions
Due: Group Contracts (Hard Copy in Class)
Due: Quiz for Chapter 12 (eBook)
W 4/20: Impromptu Special Occasion Speeches

Week 16: Group Speech Analysis Workshops

M 4/25: Group Speech Analysis Workshop: Finalizing your Outline Group
Due: Group Speech Analysis Rough Outline (Canvas, by 6:00 PM)
W 4/27: Speech Analysis Workshop: Content & Delivery
Course Wrap-Up
Class Evaluations

Final Exam Week (5/2 - 5/6, 2016)

Tuesday, 5/3, 08.30 - 10.30 AM: Group Speech Analysis Presentations