

**COMM 204: Public Speaking
Spring 2008**

Instructor:

Section:

E-mail:

Office:

Office Hours:

Course Director: Dr. Colleen M. Keough, ASC 121B, 213-740-3944, keough@usc.edu

COURSE DESCRIPTION

Principles and practice of effective oral communication; analysis of the speaking-listening process; selection and organization of materials for a variety of speaking situations; and use of new communication technologies in formal presentations.

COURSE OBJECTIVES

- To develop communicative competence through analysis and criticism of oral messages.
- To develop skills for presenting informative and persuasive discourse.
- To develop skills in creating and using a variety of visual aids.
- To learn about ethical challenges that speakers face.

REQUIRED TEXT

Nelson, P., Titsworth, S., & Pearson, J. (2007). Public speaking: A guide for the engaged communicator. New York: McGraw Hill.

Other readings may be assigned during the semester by the instructor.

RECOMMENDED SUPPLEMENTAL MATERIALS

Your instructor will tell you what style manual to use.

ADA COMPLIANCE STATEMENT

Any student requesting academic accommodation based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to your instructor (or TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m. – 5:00 p.m., Monday through Friday. The phone number for DSP is 213-740-0776.

ACADEMIC INTEGRITY IS IMPORTANT!

The Annenberg School for Communication is committed to upholding the University's Academic Integrity code as detailed in the Scampus guide. It is the policy of the School of Communication to report all

the use of unexcused absences and excessive tardiness to count against a grade. This includes leaving class early. *Unexcused absences will lower your grade.* Arriving late or leaving early counts as 1/3 unexcused absence per incident. Your final course grade will be reduced after 2 unexcused absences. The amount of the reduction is calculated on the total number of unexcused absences.

2. Students who are instant messaging, web surfing, or involved in other similar activities during class will be marked as absent.
3. In order to make up an assignment (speech, test, or paper) without incurring a grade penalty, you must be able to document your absence (e.g., a doctor's note). You must make up any missed assignments within one week of returning to school.
4. Your participation in class activities will earn you points toward your final course grade. If you are not in class during these activities, you will receive no points – and these activities and points *cannot* be made up.
5. A student must complete ALL assignments to pass the course.
6. Questions about grades should be addressed in a timely manner. There is a 24 - hour “wait period” after receiving a grade, but then you should address questions within the next 10 days.
7. Students are to turn off--not put on "vibrate"--cell phones during class.
8. Student's attire should be appropriate for a business setting on speech days. Casual dress negatively affects perceptions of credibility.
9. Speeches and papers must be the original work of the student and not used for any other course. Violation of this policy is an Academic Integrity Violation.

SPEECH ASSIGNMENT GRADING

- A** An outstanding speech. Clear goal well adapted to needs and interests of the audience. Excellent content, well-organized, excellent wording and delivery and/or superior accomplishment on the criteria established for that speech.
- B** A speech approaching the qualities of an "A" speech. A good to very good speech, but not achieving a standard of excellence in any or enough areas to merit an "A". A good job of meeting most or all established criteria for that speech.
- C** A satisfactory speech. Reasonably clear goal, adequate support, apparent organization, but may not be entirely clear to the entire audience; some problems in wording or delivery or both; and/or some deficiencies in meeting the major criteria established for that speech.
- D** An unclear goal and serious deficiencies in some and perhaps all areas of content, organization, wording and delivery; and/or serious deficiencies in meeting major criteria established for that speech.
- F** An unacceptable speech that reveals a lack of preparation and/or poor delivery. Failure to meet major criteria established for that speech. For example, being significantly shorter/longer than the time limit or otherwise not conforming to assignment guidelines.

SYLLABUS (Dates will vary by section)

Week 1:

1/15 Introductions
1/17 Chapter 1 "Getting Started"

Week 2

1/22 Chapter 2, "Preparing Your First Presentation"
1/24 Chapter 7 "Delivery"

Week 3:

1/29-31 Chapter 3 Selecting a Topic and Purpose

Week 4:

2/5 Chapter 4 Audience Analysis
2/7 Oral Reports of Speech Analysis Feb. 7

Week 5:

2/12 Finish topic selection and review for midterm
2/14 Midterm on chapters 1, 2, 3, 4, and 7

(The schedule for the following weeks may vary slightly; additional readings may be added by the instructor)

Week 6:

2/19 Chapter 10 Informative Speaking
2/21 Chapter 5 Research; library day

Week 7:

2/26-2/28 Chapter 6 Organization and Chapter 8 Language

Week 8:

3/4-6 Finish organization and language; red pen day

Week 9:

3/11-14 Informative Speeches Delivered and video playback

SPRING BREAK MARCH 17-21

Week 10:

3/26-3/28 Chapter 11 – Persuasive Speaking

Week 11:

4/1-4/3 Visual Aids Chapter 9; Power Point training;

Week 12:

4/8-10 Persuasive Speeches

Week 13:

4/15-17 red pen day for Visual Aid speeches

Week 14:

4/22-24 Visual Aid Speeches

Week 15:

4/29 Special Occasion Speaking Appendix A

May 1 Review for final

5/8 COMPREHENSIVE FINAL EXAM 8:00 – 10:00 AM

INTEGRITY CODE

(Student Copy)

Plagiarism and other forms of cheating are not tolerated at Annenberg!

PLAGIARISM INCLUDES, BUT IS NOT LIMITED TO:

1. Borrowing another person's ideas without acknowledging them
2. Not attributing paraphrased ideas
3. Not citing quoted material
4. Copying from any source, but presenting the work as yours
5. Downloading sentences, paragraphs or entire speeches off of the Web
6. Using someone else's speech, paper, outline, or website to fulfill any of the course requirements

CHEATING INCLUDES, BUT IS NOT LIMITED TO:

1. Using or providing external assistance during an exam
2. Copying or allowing another student to copy any portion of your exam or assignment
3. Communicating with fellow students during an exam
4. Possessing or providing unauthorized notes or other materials during an exam
5. Changing answers, content, or form after an exam or assignment has been returned
6. Unauthorized collaboration on any assignment or exam
7. Attempting to hinder the work of another student
8. Falsification, alteration, or misrepresentation of absence/ illness authorization notes
9. Using an essay, term paper or speech in more than one course without the permission of all the instructors of both courses

(These definitions of "Academic Dishonesty" are partial. See the academic integrity section in [Scampus](#) for a full description of "Academic Dishonesty" prior to signing this form.)

ANY ACT OF PLAGIARISM AND/OR ANY ACT OF CHEATING IS CONSIDERED AN ACT OF ACADEMIC DISHONESTY AND WILL BE REPORTED TO THE UNIVERSITY STUDENT CONDUCT OFFICE.

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Student's Signature

Date

Print Name