

SPEECH 1A: Spring 2017

Introduction to Public Speaking

Section 6131: January 17 - May 18
Days/Times: Tues/Thurs 4:30 to 6:00 p.m.
Location: 2704 Maggini, Santa Rosa Campus
Final Exam: May 23, Tuesday, 4:00 to 7:00 p.m.

Instructor: Cassandra Shafer
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Office Hours: Tues/Thurs, 12:00 to 12:30 p.m. **and** 2:30 to 3:00 p.m. (or by appt.)

Course Description

Catalog Description: The study of public speaking. Improves the student's ability to prepare and deliver a public speech. Improves the student's ability to critically evaluate various forms of communication.

Instructor's Description: This class is a learn-by-doing “communication laboratory” where we experiment with various types of presentations and delivery styles, observe and analyze the results, and reflect on ways we can improve our public speaking skills for a live audience. We also experiment with ways to deepen listening abilities and to refine the analysis of classmates' oral presentations so we can convey honest evaluations with respect and kindness as useful feedback. In-class presentations and exercises are supplemented with lectures, discussions and readings.

Textbook

Foss, Sonja, and Karen Foss. *Inviting Transformation. Presentational Speaking for a Changing World*. Long Grove, IL: Waveland Press, 2012. (3rd edition)

Library Reserve Call Number: HF5718.22 .F67 2012 PC Shafer

Bring the call number along with your SRJC Student ID card to the Library Reserve desk when you are ready to check out material.

Student Learning Outcomes

Upon completion of this course, students will be able to:

1. Effectively prepare and present public speeches to a live audience (using contemporary technology when appropriate);
2. Demonstrate active listening skills;
3. Critically evaluate various forms of communication.

Weekly Schedule of Topics, Readings & Due Dates

(downloadable)

Topics and Scope

- I. Introduction to Public Speaking as a Communication Process
 - A. Elements of the Communication Process
 - B. Managing Communication Apprehension and Speech Anxiety
 - C. Active Listening
 - 1. Critical Listening (listening to analyze and evaluate)
 - 2. Empathic Listening (listening so others feel heard)
- II. Types of Public Speaking
 - A. Neo-Aristotelian Rhetoric
 - 1. Five canons (content, organization, style, delivery, preparation)
 - 2. Three modes of proof (ethos, pathos, logos)
 - 3. Three speech purposes (inform, persuade, entertain/inspire)
 - B. Invitational Rhetoric
 - 1. Five core assumptions
 - 2. Four conditions (safety, openness, freedom, value)
- III. Speech Preparation Skills
 - A. Audience Analysis, Adapting to Audience
 - B. Topic Selection
 - C. Research Skills
 - 1. Library and electronic research techniques
 - 2. Evaluation of supporting materials
 - D. Speech Organization
 - 1. Outlining and notes
 - 2. Patterns
 - E. Style/Use of Language
- IV. Presentation Skills
 - A. Practice Skills
 - B. Delivery
 - 1. Vocal qualities
 - 2. Body language, nonverbal messages
 - 3. Presentational aids
- V. Critical Evaluation Of Live, In-Class Student Presentations
 - A. Evaluation of Source Credibility (Ethos)
 - B. Evaluation of Emotional Appeals (Pathos)
 - C. Evaluation of Logical Appeals (Logos)
 - D. Constructive Feedback & Entelechy

Grading Philosophy

You are not competing against other students. As the instructor, I do not compare students with each other, and I ask that you not judge yourself in comparison to your classmates. My task is to assist each student in developing your own unique voice, your own style and your own message. Your task is to exercise your voice and to listen to the voices of others. It is highly likely you will learn far more from your classmates than from your instructor or textbook. Improvement is expected; consequently, assignments are worth more as the semester progresses.

Grading Criteria

Students who pass this course

- ◆ show up
- ◆ pay attention
- ◆ do the work

Students who do well in this course also

- ◆ participate with an open mind & an open heart
- ◆ take risks (*creative, intellectual, emotional, or social-interactive*)

Oral Assignments (55%)

- 5% Voice of the Voiceless speech (*1 to 2 minutes*)
- 5% Narrative/Personal Experience speech (*3 to 4 minutes*)
- 15% **Informative speech** (*6 to 8 minutes*)
- 15% **Persuasive presentation** (*10 minutes*)
- 5% Impromptu speech (*to be determined*)
- 10% **Oral Feedback** on classmates' presentations

Written Assignments & Tests (35%)

- 5% Reflection Paper/Self-Evaluation
- 5% Informative Outline with Sources
- 5% Persuasive Outline with Sources
- 5% Written Feedback on classmates' presentations
- 5% Midterm exam
- 10% **Final exam**

Gateway Assignments (*required but ungraded*)

- Research Sources for Informative Speech
- Career-Focus Published Description for Impromptu Speech

Participation (10%)

- Group discussions, experiential exercises & class activities

Extra Credit Opportunities

- Librarian Appointment [Research Assistance Program](#)
- [Reflection Paper on Informative Speech](#)
- Speech Night Showcase (details to be announced)

The course assignments above count for 90% of your semester grade. Participation counts for the remaining 10%. Graded assignments in **boldface type** are weighted more than the remaining assignments and are considered “**High Stakes.**” Assignments are assessed as follows:

- ✓ satisfies guidelines (maintains semester grade at same level)
- + takes a risk (raises semester grade)
- does not fulfill basic guidelines (drops semester grade)
- 0 assignment not attempted

Grading Elaborated

Each student begins the semester at the level of B minus (80%). It requires "plus" grades on 3 "High Stakes" or 6 "Low Stakes" assignments to raise the semester grade a full letter (i.e., B to A). "Minus" grades cancel out "plus" grades and reverse upward progress.

A "Zero 0" grade, as its shape suggests, opens a black hole in the Holistic Learning Universe, potentially sucking you into oblivion. More concretely, not attempting a "Low Stakes" assignment lowers semester grade by 5%. Not attempting a "High Stakes" assignment lowers semester grade by 10-15%.

Taking Risks: Risks may be creative, intellectual, emotional or social-interactive. The following explanations are by no means exhaustive, and students are encouraged to think outside the box and/or stretch beyond your comfort zones.

- *Creative risks* could involve multi-sensory or experimental choices in speech delivery, or an unusual or innovative approach to a topic.
- *Intellectual risks* could involve choosing cutting edge, controversial, or fringe speech topics that challenge both speaker and audience to consider new ideas, re-consider deeply held beliefs, or question our biases.
- *Emotional risks* could involve openness and honesty in sharing personal beliefs, or discussing sensitive topics.
- *Interactive risks* could involve engaging with listeners and inviting our participation in your presentations beyond the use of a rhetorical question to open your speech.

Gateway assignments must be completed before students will be scheduled with dates to deliver their Informative and Impromptu speeches.

Late work is addressed on a case-by-case basis. Being late with oral assignments disrupts the course for your classmates and is strongly discouraged. Re-scheduling a speech date requires consultation with the instructor.

Class Participation: In speech classes, everybody serves as the audience for each other and provides feedback on each others' presentations. Participation counts for 10% of your semester grade. Missing 10% of your classmates' speeches drops semester grade 10% of total points (i.e., a full letter: A to B).

Missing 0% of class time raises semester grade a "Low Stakes plus."

Missing 10% of speech performance days drops semester grade by 10%.

Extra Credit: Students may "erase an absence" and restore lost participation credit through several extra credit opportunities (see above).

Attendance: College policy 8.1.5 stipulates that students missing more than 10% of total class hours are subject to being dropped from the class. When a student has missed 10% of class time, *this* instructor is more likely to drop the student if you have

- not attempted one or more of the assignments; and/or
- missed any of your classmates' presentations.

If your personal situation or personal philosophy compels you to miss class, please note that this course requirement may be completed online and consider enrolling in a different section that affords you more flexibility.

Course Materials & Assignment Guidelines

Specific guidelines and grading criteria for each assignment will be provided in class as we go along. You may also click on the links below to download assignment guidelines at any time.

Speech Assignments

[Voice of the Voiceless Speech](#)

[Personal Experience Narrative Speech](#)

[Informative Speech](#)

[Persuasive Speech](#)

[Impromptu Speech \(Interview\)](#)

[Career-Focused Presentations - Roles](#)

Reflection Papers

[Personal Experience Speech Self-Reflection](#)

[Persuasive Presentation Integrated Reflection](#)

Outline Assignments

[Instructions: Informative Outline](#)

[Worksheet: Informative Outline](#)

[Instructions & Worksheet: Persuasive Outline \(Motivated Sequence\)](#)

Gateway Assignments

[Gateway: Choosing a Career Focus for Impromptu Speech](#)

[Gateway: Research Sources & Topic for Informative Speech](#)

Feedback Forms

[Feedback Form \(Personal Experience Speech\)](#)

[Feedback Form \(Informative Speech\)](#)

[Feedback Form \(Persuasive Speech\)](#)

[Feedback Form \(Impromptu Speech\)](#)

[Grading Criteria for Oral & Written Feedback](#)

Students are individually responsible for reproducing feedback forms to use in evaluating classmates' presentations. I will provide a hardcopy example of the required feedback forms, which vary for each assignment. Students may also download feedback forms at any time by clicking on the links above.

Students are expected to arrive in class on speech days with the correct version and correct amount of feedback forms for that day's speakers.

Student Conduct

All students are expected to know the Student Conduct Code and adhere to it in this class. [See page 34 of the College Catalog.](#)

Academic Honesty

Honesty and integrity are encouraged in this course and among the relationships that develop in this classroom. To paraphrase author and radio host Caroline Casey in her interpretation of philosopher George Ivanovitch Gurdjieff:

Knowledge tends to degrade from one generation to the next, especially when we take on somebody else's original work without doing our own. A Tibetan saying goes, "Knowledge must be burned, hammered, and beaten like gold. Then, one can wear it like an ornament." When we passively, hence uncritically, receive teaching of any kind, our learning is degraded and our grade is merely fool's gold.

College Policy 3.11 states: "Academic dishonesty is regarded as any act of deception, benign or malicious in nature, in the completion of any academic exercise. Examples of academic dishonesty include cheating, plagiarism, collusion or other academic misconduct." The Center for Academic Integrity offers a list of definitions and examples. Please be familiar with these definitions ([Academic Honesty Definitions](#)).

Expectations

This section emphasizes experiential learning of oral communication through face-to-face interaction. Therefore, students are expected to

- Attend class.
- Be "present" (awake, alert and engaged) during class.
- Be open to communicating with the instructor.

Email is useful for sharing information. Face-to-face communication tends to work better when discussing personal concerns. Students are invited to speak informally with the instructor after class as needed and/or to schedule appointments during office hours for private or sensitive matters. If you have a concern about me, the instructor, that you are uncomfortable talking about with me directly, please contact the Chair of Communication Studies Department at 527-4217.

Cell Phone Activity Unwelcome in Classroom

This section focuses on face-to-face real-time oral communication. More than simply speaking, communication entails listening, attention to body language and nonverbal messages, and awareness of audience energy and dynamics. Cell phone activity interferes with the focus of this course.

WARNING: Subtle radiation emitted by cell phones and texting devices may activate an "inner Hulk" response in your instructor, who may lose control and "Hulk Smash" said devices. Bring into classroom at your own risk. To avoid "collateral damage" to classmates and College property, kindly exit classroom before viewing or using cell phones. Inside classroom, phone use lowers your participation grade.

Sound Off
Out of Reach

Vibrate Off
Out of Sight

Signal Off
Out of Mind

Important Dates

- **The most important dates** of the semester are the days you are scheduled to deliver your speeches.
- **The second most important dates** are the days your classmates deliver speeches.
- Your speech outlines are due at the beginning of class on the days you speak.
- Your feedback forms evaluating your classmates' speeches are due at the end of class on the days they speak.
- Your reflection papers are due at the next class meeting following your speeches, except for the Persuasive reflection, which is due after ***all*** speeches are done.

Emergency Plan and Disability Accommodations

Emergency Evacuation Plan: In the event of an emergency during class that requires evacuation of the building, please leave the class immediately and calmly.

To make sure everyone got out of the building safely and to receive further instructions, our class will meet at the following location:

► ***On the athletic field south of Maggini.***

If you are a student with a disability who may need assistance in an evacuation, please see instructor during office hours as soon as possible to discuss an evacuation plan.

Health & Learning: Health issues (physical and mental) can interfere with academic success. Student Health Services is here to support you. Details available at shs.santarosa.edu.

Accommodations for Students with Disabilities: If you need disability-related accommodations for this class, such as a note taker, test taking services, special furniture, etc., please provide the Authorization for Academic Accommodations (AAA letter) from the Disability Resources Department (DRD) to the instructor as soon as possible. You may also speak with the instructor privately during office hours about your accommodations. If you have not received authorization from DRD, it is recommended that you contact them directly. DRD is located in Bertolini (3rd Floor, Room 4842) on the Santa Rosa campus, and Jacobs Hall (Room 101) on the Petaluma Campus.