

SPCH 1315_2B4 (Online)

CREDIT

3 Semester Credit Hours (3 hours lecture, 0 Lab hours lab)

MODE OF INSTRUCTION

Asynchronous Online

PREREQUISITE/CO-REQUISITE:

None

COURSE DESCRIPTION

Application of communication theory and practice to the public speaking context, with emphasis on audience analysis, speaker delivery, ethics of communication, cultural diversity, and speech organizational techniques to develop students' speaking abilities, as well as ability to effectively evaluate oral presentations.

COURSE OBJECTIVES

Upon completion of this course, the student will be able to

- Demonstrate an understanding of the foundational models of communication.
- Apply elements of audience analysis.
- Demonstrate ethical speaking and listening skills by analyzing presentations for evidence and logic.
- Research, develop and deliver extemporaneous speeches with effective verbal and nonverbal techniques.
- Demonstrate effective usage of technology when researching and/or presenting speeches.
- Identify how culture, ethnicity and gender influence communication.
- Develop proficiency in presenting a variety of speeches as an individual or group (e.g. narrative, informative or persuasive).

CORE OBJECTIVES MEASURED

- **Critical Thinking Skills:** To include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.
- **Communication Skills:** To include effective development, interpretation and expression of ideas through written, oral and visual communication.
- **Teamwork:** To include the ability to consider different points of view and to work effectively with others.



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- **Personal Responsibility:** To include the ability to connect choices, actions and consequences to ethical decision-making.

INSTRUCTOR CONTACT INFORMATION

Instructor: Mattie Hamilton, M.A.

Email: mhamilton1@lit.edu

Office Phone: 409.880.8191

Office Location: TC 110

Office Hours: Virtual (by appointment)

REQUIRED TEXTBOOK AND MATERIALS

Exploring Public Speaking, 4th Edition. This is a free e-book available online at <https://oer.galileo.usg.edu/communication-textbooks/1/> in Word, PDF and EPUB (earlier editions) formats.

Students can also view and download the PDF attachment on Blackboard.

ATTENDANCE POLICY

DROP POLICY

If you wish to drop a course, you are responsible for initiating and completing the drop process by the specified date as listed in the College Calendar on the [Student Success](#) web page. If you stop coming to class and fail to drop the course, you will earn an “F” in the course.

Note: Our syllabus schedule is not a contract in stone; I will attempt to maintain our schedule but there may be times when it is subject to change. It is your responsibility to keep up with any such changes. *Please download your syllabus and refer to the class policies.*

Module	Dates	Textbook Readings	Topics Covered	Assignments Due
1	Sep 21 – Oct 4	Ch. 1: The Basics of Public Speaking Ch. 2: Audience Analysis and Listening Ch. 3: Ethics in Public Speaking Ch. 11: Delivery	Foundations of public speaking; managing speech anxiety; analyzing your audience; listening skills; ethical speaking practices; delivery methods	Syllabus Quiz – Sun, Sep 27 Discussion 1 (Ch. 1) – Sun, Sep 27 Creative Resume – Sun, Sep 27 Speech #1: Introduction – Sun, Oct 4 Discussion 2 (Ch. 3) – Sun, Oct 4
2	Oct 5 – Oct 18	Ch. 10: Language Ch. 15: Special Occasion Speaking	Special occasion / ceremonial speaking; tribute speech conventions; using vivid, audience-appropriate language	Discussion 3 (Ch. 15) – Sun, Oct 11 Speech #2: Tribute – Sun, Oct 18
3	Oct 19 – Nov 1	Ch. 4: Developing Topics for Your Speech Ch. 5: Researching Your Speeches Ch. 6: Organizing and Outlining Your Speech Ch. 12: Informative Speaking (+ <i>supplemental guidance on supporting materials & intro/conclusion structure</i>)	Choosing a topic; purpose/central idea statements; research and evaluating sources; organizational patterns and outlining; types of informative speeches	Discussion 4 (Ch. 6) – Sun, Oct 25 Speech #3: Informative – Sun, Nov 1 Exam #1 (Ch. 2, 3, 11, 15) – Sun, Nov 1
4	Nov 2 – Nov 15	Ch. 7: Supporting Your Speech Ideas Ch. 8: Introductions and Conclusions Ch. 13: Persuasive Speaking (through 13.4)	Supporting materials in depth; structuring introductions and conclusions; why/how persuasion works	Discussion 5 (Ch. 7) – Sun, Nov 8 Listening Report – Sun, Nov 8 Speech #4: Problem/Solution – Sun, Nov 15 Exam #2 (Ch. 5, 6, 7, 12) – Sun, Nov 15

5	Nov 16 – Dec 2	Ch. 13.5: Monroe's Motivated Sequence (review) Ch. 14: Logical Reasoning	Applying Monroe's Motivated Sequence pattern; logical reasoning, evidence, and fallacies	Discussion 6 (Ch. 14) – Sun, Nov 22 Exam #3 (Ch. 8, 13, 14) – Sun, Nov 29 Speech #5: MMS – Wed, Dec 2
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COURSE EVALUATION

Final grades will be calculated according to the following criteria:

Speeches: 40%

MMS Speech (Common Assignment): 20%

Exams: 20%

Homework/Participation: 20%

GRADE SCALE

- 90-100 A
- 80-89 B
- 70-79 C
- 60-69 D
- 0-59 F

TECHNICAL REQUIREMENTS

For the latest technical requirements, including hardware, compatible browsers, operating systems, etc., review the Minimum Computer and Equipment Requirements on the [LIT Online Experience](#) page. A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of online technology and resources.

DISABILITIES STATEMENT

The Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. LIT provides reasonable accommodations as defined in the Rehabilitation Act of 1973, Section 504 and the Americans with Disabilities Act of 1990, to students with a diagnosed disability. The Special Populations Office is located in the Eagles' Nest Room 129 and helps foster a supportive and inclusive educational environment by maintaining partnerships with faculty and staff, as well as promoting awareness among all members of the Lamar Institute of Technology community. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409)-951-5708 or email specialpopulations@lit.edu. You may

also visit the online resource at [Special Populations - Lamar Institute of Technology \(lit.edu\)](https://www.lit.edu/special-populations).

STUDENT CODE OF CONDUCT STATEMENT

It is the responsibility of all registered Lamar Institute of Technology students to access, read, understand and abide by all published policies, regulations, and procedures listed in the *LIT Catalog and Student Handbook*. The *LIT Catalog and Student Handbook* may be accessed at www.lit.edu. Please note that the online version of the *LIT Catalog and Student Handbook* supersedes all other versions of the same document.

ARTIFICIAL INTELLIGENCE STATEMENT

Lamar Institute of Technology (LIT) recognizes the recent advances in Artificial Intelligence (AI), such as ChatGPT, have changed the landscape of many career disciplines and will impact many students in and out of the classroom. To prepare students for their selected careers, LIT desires to guide students in the ethical use of these technologies and incorporate AI into classroom instruction and assignments appropriately. Appropriate use of these technologies is at the discretion of the instructor. Students are reminded that all submitted work must be their own original work unless otherwise specified. Students should contact their instructor with any questions as to the acceptable use of AI/ChatGPT in their courses.

STARFISH

LIT utilizes an early alert system called Starfish. Throughout the semester, you may receive emails from Starfish regarding your course grades, attendance, or academic performance. Faculty members record student attendance, raise flags and kudos to express concern or give praise, and you can make an appointment with faculty and staff all through the Starfish home page. You can also login to Blackboard or MyLIT and click on the Starfish link to view academic alerts and detailed information. It is the responsibility of the student to pay attention to these emails and information in Starfish and consider taking the recommended actions. Starfish is used to help you be a successful student at LIT.

ADDITIONAL COURSE POLICIES/INFORMATION

1. Academic Dishonesty (Cheating, plagiarism, etc.) will **not** be tolerated. On the first offense, you will fail the assignment. On the second offense, you will fail the class.
2. Student assignments are accepted solely on Blackboard. Work will **not** be accepted via email or in person. It is the student's responsibility to learn to use Blackboard appropriately.
3. Blackboard training is offered to students at no cost.
4. **No late work is accepted under any circumstances.**

5. If you email the instructor during the week, the instructor has 24 hours to respond and, on the weekend, it will be the following Monday.
6. Speech requirements are listed below. Failure to comply with **all requirements** on a speech assignment will result in a **zero grade** for that speech.
 - a. Students must submit:
 - i. Full sentence/preparation outline
 - ii. Works Cited page
 - iii. Visual aid
 - iv. Speech video
 - b. The audience must have a minimum of 3 adult members. Failure to have **all 3 audience members** will result in a **zero**.
 - c. Student speech videos must clearly show the front of the student and the 3 adult audience members **throughout the entire speech**. Failure to do so will result in a **zero**.
 - d. Videos must be **unedited**. Edited videos will result in a **zero**.
 - e. Videos must be correctly uploaded to YouTube with an “unlisted” or “public” privacy setting. If you set it to “private,” I will not be able to view it and, therefore, it is as if you didn’t turn it in and will receive a **zero**.
 - f. Videos must be **focused** (not blurry, fuzzy, etc.) and must **not** have background noise such as infants, children, pets, TVs, cell phones, etc. Please make sure the lights are on in the room. If the room is dark while presenting will result in a **letter grade penalty**.
 - g. Students are expected to dress appropriately for speeches. Please dress in **business casual**. If not, it will result in a **letter grade penalty**. EX: (Polo Shirt and Khakis; Not JEANS, joggers etc..). Sometimes in the online course people get “too comfortable” when speaking in their own homes. Wearing ball caps, inappropriate clothing or chewing gum, not wearing shoes, etc. during a speech will result in a **letter grade penalty**. Remember this course is a college course and you are giving professional/formal presentations. Think about the impression your dress might make on your audience.
 - h. You are expected to watch your videos. Watch them before you post to YouTube. Ask yourself, “Is this my best work?” If not, you may have to record it again. Do not let the first ‘take’ be the only time you do your speech. *You should practice many times before you ever bring in the audience and the camera.*