

SPCH 1315- 8C1, 8C2, 8C3

CREDIT

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

MODE OF INSTRUCTION-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.

Approved: **Initials/date**



- Teamwork: To include the ability to consider different points of view and to work effectively with others.
- Personal Responsibility: To include the ability to connect choices, actions and consequences to ethical decision-making.

INSTRUCTOR CONTACT INFORMATION

Instructor: Carolyn Cross, Ph.D.

Email: CCross@eagle.lit.edu

Office Phone: N/A

Office Location: N/A

Office Hours: Fridays 9am-Noon

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.

COURSE CALENDAR

DATE	TOPIC	READINGS	ASSIGNMENTS
Week 1: 8/24-8/30	Course Orientation	Course Syllabus	Syllabus Quiz Introduction Videos Historical Speech Analysis
Week 2: 8/31-9/6	The Basics of Public Speaking	Read Ch1 & Ch3	Ch1&Ch3 Quiz
Week 3: 9/7-9/13	Audience Analysis & Listening	Read Ch2	Ch2Q Audience Analysis Discussion
Week 4: 9/14-9/20	Developing a Topic	Read Ch4	Ch4Q Topic Discussion

Week 5: 9/21-9/27	Elevator Pitch	-----	Elevator Pitch Peer Review Exam1: Ch1-4 (due 3/1)
Week 6: 9/28-10/4	Informative Speaking	Read Ch12	Ch12Q Informative Speaking Assignment
Week 7: 10/5-10/11	Researching, Outlines & Organizing	Read Ch5-6	Ch5-6Q Outline Assignment
Week 8: 10/12-10/18	Introduction & Conclusions	Read Ch8	Submit Informative Speech Outline Exam 2: Ch5-6,8, & 12
Week 9: 10/19-10/25	Delivering Your Speech	Read Ch11	Ch11Q Submit Informative Speech
Week 10: 10/26-11/1	Special Occasion Speaking	Read Ch15	Ch15Q Special Occasion Speech Assignment
Week 11: 11/2-11/8	Using Effective Language Techniques	Read Ch10	Ch10Q Submit Special Occasion Speech Outline w/ language techniques
Week 12: 11/9-11/15	Presentations Aids in Speaking	Read Ch9	Ch9Q Submit Special Occasion Speech
Week 13: 11/16-11/22	Persuasive Speaking	Read Ch13	Ch13Q Persuasive Speaking Assignment
Week 14: 11/23-11/24	Supporting Your Ideas & Logical Reasoning	Read Ch7 & Ch14	Ch7, Ch14Q Submit MMS Outline
Thanksgiving Holiday Break 11/25-11/27 -LIT IS CLOSED			
Week 15: 11/30-12/6	Final Exam Prep	----	Submit MMS Speech
Week 16: 12/6-12/13	Final Exams Final Exam due 12/11 by 11:59pm		

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 \(lit.edu\)](#).

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 AND INFORMATION

The following policies apply to this course at **Lamar Institute of Technology (LIT)**. Students are responsible for reading, understanding, and following all course policies outlined in the syllabus, course Learning Management System (LMS), individual assignments, and grading rubrics.

Failure to read the syllabus, announcements, assignment instructions, or other posted course information does not excuse a student from course requirements, deadlines, or penalties.

Academic Integrity

Academic integrity is an essential expectation of this course and Lamar Institute of Technology. Academic dishonesty, including cheating, plagiarism, unauthorized collaboration, fabrication of information or sources, and other forms of academic misconduct, will not be tolerated.

For purposes of this course:

First offense: The student will receive a zero on the assignment.

Second offense: The student may receive a failing grade for the course and may be referred for additional disciplinary action in accordance with LIT policies.

Students are responsible for submitting original work and properly acknowledging and citing information obtained from outside sources.

Artificial Intelligence (AI)

Generative artificial intelligence tools, including ChatGPT and similar platforms, may only be used when specifically permitted by the instructor for an assignment.

Unless otherwise stated in the assignment instructions, students should assume that submitted work must represent their own original thinking, writing, research, and preparation.

Using AI to generate speeches, outlines, discussion responses, papers, or other graded work without authorization may be considered a violation of the course academic integrity policy.

Students remain responsible for the accuracy, originality, quality, and proper citation of everything they submit, regardless of the technology used to assist them.

Fairness Policy

To support student success while maintaining the academic integrity of this course, all students will be evaluated according to the same established course requirements, assignment instructions, deadlines, and grading criteria.

I understand that students have responsibilities and circumstances outside of the classroom. Work, family responsibilities, transportation issues, technology difficulties, illnesses, unexpected events, and other personal circumstances can make completing college coursework challenging.

I am always willing to communicate with students and help identify appropriate LIT resources when difficulties arise. However, maintaining fairness requires that grades reflect the academic work completed and the criteria established for the course.

It would not be fair to apply one set of grading standards to one student and a different set to another student based solely on individual circumstances. Many students balance significant personal, academic, and professional responsibilities while completing this course.

Therefore, requests to change grades, waive established requirements, overlook missed deadlines, or apply different grading standards simply because of a student's personal circumstances will generally not be granted.

When documented circumstances qualify for accommodations, institutional exceptions, or other protections under **LIT policies**, those policies will be followed.

Extra Credit Policy

Extra credit opportunities in this course are **limited and should not be expected**.

If an extra credit opportunity is offered, it will be announced and made available to all eligible students in the course section under the same requirements.

Please do not request:

Individual extra credit assignments

Additional assignments to raise a grade

Grade curving

Grade rounding

Additional points that were not earned

Opportunities to redo coursework solely to improve a grade

Individual requests for extra credit or unearned points will not be considered.

Students should focus on completing the regularly assigned coursework, following assignment instructions, meeting deadlines, reviewing instructor feedback, and preparing thoroughly for speeches, quizzes, exams, and other assessments.

Assignment Submission

All assignments must be submitted through the designated submission area in Blackboard.

Assignments submitted through email or provided to the instructor in person will **not** be accepted or considered submitted unless specifically requested by the instructor.

Students are responsible for:

Learning how to use Blackboard.

Submitting assignments to the correct location.

Submitting the correct file or link.

Confirming that assignments uploaded successfully.

Ensuring submitted files can be opened and viewed.

Checking video links and privacy settings.

Completing the entire submission process before the deadline.

Students are encouraged to use the technology assistance and student resources available through Lamar Institute of Technology when they need assistance with the LMS or other required technology.

Waiting until immediately before an assignment deadline to begin or submit coursework is strongly discouraged.

Late Work Policy

No late work is accepted unless otherwise stated by the instructor.

Students are responsible for keeping track of deadlines and planning accordingly.

Assignments that are not submitted by the established deadline will receive a zero unless an exception is required or approved under applicable LIT policies or the instructor has provided written authorization.

Students experiencing a serious circumstance that may interfere with coursework should communicate with the instructor as soon as reasonably possible and, whenever possible, **before the assignment deadline**.

Contacting the instructor does not automatically guarantee an extension or exception.

Grade Turnaround and Feedback Policy

I understand that timely feedback is important to your success in this course. My goal is to provide grades and feedback within a reasonable timeframe so that you can apply what you have learned to future assignments and speeches.

Written Assignments, Discussions, and Quizzes

Grades for written assignments, discussions, and other course activities will generally be posted within **7 calendar days** after the assignment due date.

Speech Assignments

Major speeches require additional time to evaluate because each presentation is reviewed using the course speech rubric. Grades and feedback for speeches will generally be posted within **7–10 calendar days** after the speech due date or completion of the class presentation cycle.

Late or Missing Submissions

The grading turnaround period begins after the assignment's official due date, not when an individual student submits the assignment. Assignments submitted outside of the established deadline are subject to the course late-work policy.

Grade Questions

Students are encouraged to review the assignment instructions, rubric, and instructor feedback before contacting me about a grade. If you have a question or believe an error has been made, please contact me within **7 calendar days of the grade being posted**.

Please remember that grades may occasionally require additional processing time during weeks with multiple speeches or major assignments. If a significant delay occurs, I will communicate an updated grading timeline to the class.

Attendance and Participation

Regular attendance and active participation are important to success in this course.

For online coursework, simply logging into the LMS does not constitute meaningful academic participation. Students are expected to complete required activities and submit coursework according to the established course schedule.

Students are responsible for reviewing the attendance requirements established by LIT and those outlined elsewhere in this syllabus.

Communication

Communication is especially important in a communication course. Students are encouraged to ask questions, seek clarification, and communicate concerns in a timely and professional manner.

I will respond to student emails within approximately **24 hours, Monday through Friday**. Weekend email responses will be intermittent, so students should not assume that messages sent during the weekend will receive an immediate response.

Because of this response window, students should not wait until the day an assignment is due to ask questions about the assignment.

Students can expect me to:

Communicate course expectations clearly.

Respond to emails within the stated response period.

Provide grades and feedback in a reasonable timeframe.

Treat students professionally and respectfully.

Communicate important course information through the LMS.

In return, students are expected to communicate respectfully and professionally with the instructor and their classmates.

Email Policy

Because this is a **communication course**, your communication with the instructor is also an opportunity to practice professional communication skills.

Email and text messaging have different expectations. While text messages are often brief and informal, professional and academic emails require greater attention to organization, tone, grammar, and clarity.

Professional email communication is an important skill that students will use throughout college and in the workplace.

When emailing the instructor:

Use a clear and specific subject line.

Begin with an appropriate salutation or greeting.

Identify the course and section in which you are enrolled.

Clearly identify the assignment or issue you are discussing.

Explain your question or concern clearly.

Use appropriate punctuation, spelling, capitalization, and grammar.

Explain what you have already done to try to resolve the issue when applicable.

Maintain a respectful and professional tone.

End the email with your name.

Emails that do not contain enough information to understand or address the student's concern may be returned for clarification.

Professional communication is a course expectation. Students should communicate with the instructor and classmates in the same manner they would communicate with a professor, supervisor, colleague, or other professional contact.

Professional and Respectful Conduct

Students are expected to contribute to a respectful and academically appropriate learning environment.

Students may disagree with one another, particularly when discussing communication, media, culture, society, or current events. Disagreement is acceptable. Disrespectful behavior is not.

Students should be able to express ideas, ask questions, participate in discussions, and deliver presentations without unnecessary disruption or disrespect.

For face-to-face meetings, cell phones and other electronic devices should be silenced and put away unless their use has been authorized for a class activity.

SPEECH AND PRESENTATION POLICIES

Public speaking is a **performance-based course**. Students must follow all presentation requirements exactly as stated in the syllabus, assignment instructions, and grading rubric.

Students are responsible for reviewing all requirements **before preparing, recording, or delivering a speech.**

Required Speech Materials

Unless otherwise stated in the individual assignment instructions, students must submit all required components of the speech assignment, including:

Full-sentence/preparation outline

Works Cited or References page

Required visual aid

Speech video

Any additional materials identified in the assignment instructions

Failure to submit required components may result in a substantial grade penalty or a zero, depending on the assignment requirements.

Audience Requirement

Recorded speeches must be delivered to a **live, face-to-face audience of at least three adults.**

Audience members may not participate through Zoom, FaceTime, Microsoft Teams, or another virtual platform unless the instructor specifically authorizes a different format.

Failure to have the required three adult audience members physically present will result in a **zero for the speech.**

Audience and Speaker Visibility

The recording must clearly show:

The front of the student speaker.

All three adult audience members.

The speaker and audience members must remain visible throughout the presentation.

Students should position and test the camera **before beginning the speech** to ensure that the speaker and required audience can be clearly seen.

Failure to clearly show the required audience throughout the presentation will result in a **zero for the speech**.

Video Editing

Speech videos must consist of **one continuous, unedited presentation**.

Students may not:

Cut or splice the recording.

Pause and restart the presentation.

Combine multiple recordings.

Add transitions between portions of the speech.

Remove mistakes or portions of the presentation.

Otherwise alter the continuity of the recorded speech.

An edited speech video will receive a **zero**.

Video Submission and Accessibility

Students must follow the video submission instructions provided for each speech assignment.

When YouTube is required, the video must be set to **Unlisted** or **Public** so that the instructor can access and grade the presentation.

A video set to **Private** cannot be accessed by the instructor and therefore cannot be graded.

Students are responsible for checking their links **before the submission deadline**.

Students should confirm that:

The correct video was uploaded.

The entire video uploaded successfully.

The link works.

The video is accessible.

The audio works.

The picture is clear.

The privacy settings allow the instructor to view the recording.

An inaccessible link is not considered a successful submission.

Recording Environment

Speech recordings must be clear, focused, appropriately lit, and easy to hear.

Students should select an appropriate presentation environment and minimize distractions and background noise, including:

Televisions

Cell phones

Pets

Children or unnecessary interruptions

Background conversations

Music

Other distracting sounds or activities

Students should also ensure that there is sufficient lighting for the instructor to clearly see the speaker, facial expressions, body language, visual aids, and audience.

Poor lighting, distracting background activity, excessive noise, or other recording problems that interfere with the evaluation of the presentation may result in a grade penalty.

Professional Attire

Students are expected to wear **business-casual attire** when delivering formal speeches.

Appropriate attire may include a polo shirt, blouse, button-down shirt, slacks, khakis, skirt, dress, or comparable professional clothing.

Students should avoid overly casual presentation attire, including:

Pajamas

Joggers or sweatpants

Ball caps

Inappropriate T-shirts

Clothing inappropriate for a professional presentation

Students should wear appropriate footwear and should not chew gum while presenting.

Failure to meet the professional attire requirement may result in a **one-letter-grade penalty**.

Recording a speech at home does not change the professional expectations of the assignment. These are college-level formal presentations. Students should consider the impression that their appearance, behavior, and surroundings make on their audience.

[Watch Your Speech Before Submitting It](#)

Students are expected to watch their **entire speech recording before submitting it**.

Do not assume that a video recorded correctly simply because the camera was on.

Before submitting, ask yourself:

"Is this my best work?"

Students should verify:

Can I clearly see myself?

Can I clearly see all three adult audience members?

Can I hear the entire speech?

Is the recording well-lit?

Is the video focused?

Is the entire presentation included?

Is the recording unedited?

Did I meet the assigned time requirement?

Can my visual aid be seen?

Does the submitted link work?

Is the video set to the correct privacy setting?

Students should practice their speech multiple times before assembling the audience and recording the final presentation.

The first recording does not have to be the recording you submit. Practice, evaluate your performance, and record again when necessary.

Extemporaneous Delivery and Reading

Speeches in this course must be delivered **extemporaneously**.

Extemporaneous speaking means the presentation is thoroughly researched, organized, practiced, and prepared but delivered conversationally using limited speaking notes or notecards when permitted.

Students should **not read the speech word-for-word** from:

A manuscript

An outline

A computer

A tablet

A cell phone

Visual aids

Other written materials

Speeches that are substantially read may receive a penalty of **up to two letter grades**.

The purpose of this course is to develop effective public speaking skills. A well-researched, well-rehearsed, audience-centered, and conversational presentation demonstrates those skills. Reading a manuscript does not.

Speech Time Limits

Each speech has an assigned minimum and maximum time requirement.

Students are responsible for remaining within the required time range.

The penalty for speeches that are over or under the assigned time is:

1 point for every 5-second increment over or under the required time.

For example, being 30 seconds over or under the required time would result in a 6-point deduction.

Students should practice and time their speeches multiple times before recording the final presentation.

Responsibility for Meeting Speech Requirements

It is the student's responsibility to review the syllabus, assignment instructions, announcements, and grading rubric **before recording and submitting a speech.**

The following generally will not excuse a student from established speech requirements or penalties:

Not knowing an audience was required.

Not having three adults available.

Forgetting to show the audience on camera.

Failing to check the video before submitting it.

Submitting a private or inaccessible video.

Forgetting a required assignment component.

Failing to meet the time requirement.

Reading the assignment instructions after recording the speech.

Waiting until the deadline to begin recording or uploading the presentation.

If a student is uncertain about a requirement, the student should contact the instructor **before recording the speech and sufficiently in advance of the assignment deadline to allow time for a response.**

Ultimately, students are responsible for ensuring that their submitted presentation meets all stated course and assignment requirements.