

SPCH 1315-SH1

CREDIT

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

FACE TO FACE

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.

Approved: **Initials/date**



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

INSTRUCTOR CONTACT INFORMATION

Instructor: SUSAN HONEYWELL

Email: SLH101@HSU.EDU

Office Phone: 936-294-3710

Office Location: CHSS 410Y

Office Hours: TR 12:30 - 1:30

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

Week	TOPIC	READINGS (Due on this Date)	ASSIGNMENTS (Due on this Date)	DUE DATE
1 - Aug 18		Chapters 1,2	Introduction	
2 - Aug 25			Test Ch 1	8-30
3 - Sept 1			Test Ch 2	8-30
4 - Sept 8		Chapters 3,4,5	Test Ch 3	9-13
5 - Sept 15	Presentation Prep Informative Speech	Prepare for Speech Present Speech	Test Ch 4 Test Ch 5 Speech 1	9-15 9-17 9-15,17,22,24
6 - Sept 22		Chapters 6,7,12	Test Ch 6 Test Ch 7 Test ch 12	9-29 9-29 9-29

7 - Sept 29	Review for Mid Term	1,2,3,4,5,6,7,12		
8 - Oct 6		Midterm Exam	Chapters: 1,2,3,4,5,6,7,12	10-6
9 - Oct 13		Chapter 13,9,10	Test Ch 13	10-18
10 - Oct 20	Presentation Prep Persuasive Speech	Prepare for Speech	Test Ch 9 Test Ch 10	10-25 11-1
11 - Oct 27		Present Speech	Speech 3 - Persuasive	10/13,15,20,22
12 - Nov 3		Chapters 8,15,11,14	Test Ch 8	11-15
13 - Nov 10			Test Ch 15	11-22
14 - Nov 17			Test Ch 11,14	11-29
15 - Nov 24	**NO THURSDAY CLASSES	***Thanksgiving Week Final Exam	Chapters 8. 9.10.11,14,15	12-1
16 - Nov 30	Final Exam Week		Final Presentation	

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/INFORMATION

1. Attendance Policy

Instruction in this course is lecture and participation based, therefore regular attendance is required. Students will not be dropped from the course due to absences; therefore, you are responsible for attending or dropping. I do not accept excuses! You are allowed to miss 6 class meetings without penalty, use them wisely. If you are absent, it is your responsibility to find out what work you missed (either from another student or myself) and complete all assignments by the due date. If a "Daily Grade" was completed that class day, you cannot make up that grade...you MUST attend class, (including Excused Absences) to receive a grade for "Daily Grade" assignments.

You will be considered absent if you do not attend the entire class period. That is, staying for only half of the class, or coming in 15 minutes before the end of class, or consistently coming 5-10 minutes late does not mean that you attended class. Those students sleeping during class will be considered absent.

Note: An undetermined number of unannounced quizzes/exercises; (Daily Grades), may be used to encourage attendance. These exercises will be given during the class period and there will be no make-up available for late or absent students. Also, there will be 6-8 assignments during the semester, only 5 will count in the gradebook. These cannot be made up.

***Instructor Absence: You will be notified ahead of time. You will be informed via the Bb email system if the absence is not planned.

Late Work.

Late Examinations. If you miss an examination and have a legitimate reason for doing so, you must make it up within a reasonable time (normally 1 week or less). All arrangements for missing an examination must be made prior to the time the examination is scheduled. If such arrangements are not made, then no makeup examination will be given, and you will receive a zero for that examination.

NO late assignments will be accepted. No late speeches will be allowed. However, if you are incapacitated (aka in the hospital) and provide an excuse you will be allowed permission to make up the speech.

You are responsible for turning in assignments on time. Keep up with the course activities and due dates (VIA Blackboard) to ensure you do not miss a deadline. ALL assignments must be typed. Failure to type assignments will result in a significant point deduction. MOST assignments are to be turned in on Bb.

Student-provided Technological Devices Policy

Take out your air pods and ear buds and take off headphones. Silence and store (off your desk) all cell phones. Notes should be taken in written format as opposed to using a tablet or laptop. You may not use phones, tablets, or laptops while your peers are giving oral presentations. If there is a class meeting in which you need to have access to your cell phone for an emergency, please let me know in advance. There will also be times in class that you can use your phone to research, set up group chat for group work and possibly cite a source related to the class discussion.

Correspondence. Please allow a minimum of 2 full business days for me to respond to your email and be certain to use the subject line to clearly indicate the purpose of your message. I will contact you only through SHSU email. If you use another email address most of the time, please redirect your SHSU-email to that account. I will not respond to emails sent from any platform other than SHSU. Be sure that your e-mail

messages are professional, succinct, and clear. Perhaps most importantly – avoid emailing me questions that you can answer by referencing the syllabus or other course material. Be resourceful and try to answer questions on your own before emailing me. There is a Question Area on your Bb course. Feel free to post your questions on that thread. Many times, your classmates can assist.

Plagiarism. Plagiarism is defined as “the unauthorized use or close imitation of the language and thoughts of another author and the representation of them as one's own original work” (Dictionary.com). All work must be the original composition of each student. Although you must use outside sources, you must cite them appropriately. Plagiarism will result in a zero for the assignment. Assignments will be checked for plagiarism by any and all means available, including electronic checking services (i.e. Turnitin.com). The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials.

The use of Generative AI (e.g., ChatGPT) should be seen as a tool to enhance academic research, not as a replacement for critical thinking and originality in assignments. Students are not permitted to submit assignments that have been fully or partially generated by AI unless explicitly stated in the assignment instructions. All work submitted must be the original work of the student. Any ideas garnered from Generative AI research must be acknowledged with proper in-text citation and reference. Students should save the AI chat as a PDF file for verification if used.

All written, oral, and electronic work produced in this class must be your own original work, and original work for this class. Any form of academic dishonesty (plagiarism - passing off someone else's ideas, words, or images as your own, cheating on exams, etc.) is a violation of the academic integrity policy. Students are encouraged to familiarize themselves with the student handbook. Students are held to

these regulations regardless of whether they have read them. Plagiarized material, which includes AI responses will receive a 0 in this course. ALL forms of academic dishonesty may result in failure for a course and are reported. (See #6 for further information)

Artificial Intelligence in the Classroom. As artificial intelligence, primarily in the form of chatbots, has further evolved, we must address the use of AI-assisted writing. As a communicator, I recognize that professional writers will increasingly collaborate with AI to produce documentation. Originality remains a core value in higher education and professional contexts. To that end, I do allow and at times even encourage students to use technological resources at their disposal, including AI, to assist them with developing their original work. When using AI, students should:

Use AI to assist in short inquiries, to offer guidance on formatting or structure, or for inspiration (as you might use other digital tools when seeking assistance).

Disclose the assistance of AI when you use the technology to create an image or draft specific language that gets included in your work.

Offer enough detail regarding disclosure so that I am clear on which information was taken from AI and where your own thoughts, knowledge, and practice intersect.

Submitting work entirely or substantially generated through AI is unethical and a mix of plagiarism, collusion, and abuse of academic resources. Doing so will result in a violation of the Academic Integrity Policy

Americans with Disabilities Act. If you are a qualified student with a disability seeking accommodation under the Americans with Disabilities Act, you are required to self-identify with the Committee for Continuing Assistance for Disabled Students at 294-1720.

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs, nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should register with the Office of

Services for Students with Disabilities located in the Lee Drain Annex (telephone 936-294-3512, TDD 936-2943786, and e-mail disability@shsu.edu). They should then make arrangements with their individual instructors so that appropriate strategies can be considered, and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with SHSU Services for Students with Disabilities and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Services for Students with Disabilities.

Religious Holidays. Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

"Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20, Tax Code.

Classroom Visitors. Unannounced visitors to class must present a current, official SHSU identification card to be permitted into the classroom. They must not present a disruption to the class by their attendance. It is at the instructor's discretion whether or not the visitor will be allowed to remain in the classroom.

IDEA System. Students are asked to complete an IDEA evaluation of the course and the instructor at the end of the semester. Participation is voluntary.

Paper Submissions. All written assignments must be submitted via Blackboard, as assigned. A friend may not turn in your assignment. All assignments must be typed in double-spaced 12 pt. font with 1-inch margins and Times New Roman font all the way around, your name on the top right-hand side of the page, and page numbers in the header on every page in the top right-hand corner. Papers will be due at the start of class. Any paper submitted late (according to the guidelines above), but on the due date, will be automatically deducted a letter grade. To be fair to students who submit on time, papers will not be accepted after the due date.

Professional Attire. You will notice I value both comfort and professionalism, as I am sure you do too. You are expected to dress professionally on some speech days. No heels, suits, or ties are required; however, appropriate business casual dress is expected. On your speech day, please wear clothing that is professional, appropriate, and comfortable. Hoodies, hats, pajamas, swimwear, blue jeans, shorts, T-shirts, or over-revealing attire is NOT acceptable for any speech day, UNLESS WARRENTED BY THE TOPIC. Failure to abide by this professionalism code will result in points deducted from your speech total.

Some Speeches may be videotaped. Details TBA. Speeches require a typed outline. Power Point is required as a visual aid for some speeches; see the Speech Assignment information.

. Classroom conduct. Free discussion, inquiry, and expression are encouraged in this class. Classroom behavior that interferes with either the instructor's ability to conduct the class or the ability of students to benefit from the instruction is not acceptable. Examples may include routinely entering class late or

departing early; use of beepers, mobile phones, or other electronic devices; IM'ing or texting; repeatedly talking in class without being recognized; talking while others are speaking or arguing in a way that is perceived as crossing the civility line. In the event of a situation where a student legitimately needs to carry a beeper/phone to class, prior approval of the instructor is required.

Pregnant and Parenting Students: Pregnant and parenting students fall under Title IX equal educational opportunities that "prohibits educational institutions from discriminating against students based on pregnancy, childbirth, false pregnancy, termination of pregnancy, or recovery from any of these conditions." For more information, visit: <https://www.shsu.edu/titleix/pregnancyparenting.html>

Students are expected to read and abide by all rules and policies in the SHSU Student Handbook. The Code of Student Conduct

Academic Affairs Syllabus Guidelines link: See the link for the policy regarding Academic Dishonesty, Religious Holy Days, Students with Disabilities and Visitors in the Classroom: Syllabus Guidelines

Continuation of enrollment in this course indicates acceptance of the terms and requirements of this syllabus. You MUST agree to the syllabus in the Discussion forum, as per the date posted.

SPEAKING ASSIGNMENTS

If there is something you do not understand or need help, please email me for a virtual meeting or to schedule a meeting prior to or after actual class times. I will not have actual office hours this semester.

Communication Apprehension: This course is designed to help you become more comfortable with public speaking. If you suffer from extreme communication apprehension, please talk to me. I will be happy to help you in any way I can, but first I must know that there is a problem. Honesty is the best policy.

The course instructor may add additional requirements if desired. Students are to speak in an extemporaneous mode. The typed formal outline is to be turned into the instructor on the day of the speech. You must cite your sources in the outline and state them in the content as you use them. It is not necessary to list all sources in the Power Point. If you use a direct quotation in the speech, you must use quotation marks and provide the proper citation. A typed bibliography (APA format) is required for certain speeches. If you fail to submit a bibliography points will be deducted from your grade, (as per the specific speech grading rubric). If the topic selected is not appropriate for the assignment even a well-prepared speech will receive a low grade.

SPEECH INFORMATION

ALL Speech topics must be approved. Failure to get topic approval can result in a failing grade. **

Speaking within the time limits is very important, not only for the efficient running of the class but also because speakers in the "real world" are expected to adhere to time limits. There is a grace period of 2 minutes under/over the time limit. You will lose 1 point per 10 seconds.

Late speeches are not allowed. You must speak on the day you are assigned. If you miss your assigned day and can provide a valid excuse (aka a hospitalization record) then you will be allowed to make up the speech.

Important Note about Sources: I realize we are in an Internet world, however, that is not the only source of information. Many times, the information on the Internet cannot be verified. It is also important that you can find a variety of information. The library has many paper and electronic data bases that provide better information and they are easier to use. If you cannot provide the research material, you will receive a zero for that portion on the speech grading rubric.

Class Policies for Performance – Rules of Conduct

In Speech 1361, every student speaker deserves the best possible opportunity to earn the best possible grade. Student audience interference is not tolerated. The communication process and the speaker's poise are not enhanced by "mouth tidbits" such as chewing gum, candy, other foods, or drinks. Therefore, these are not allowed in class. Not only is it bad manners to eat in front of a speaker, but also it is distracting for the speaker to try to talk to an audience of mouths that are in perpetual motion.

Students are expected to listen courteously and attentively to all other speakers in the class. Failure to comply with this request will result in a lowering of the participation grade by 30 points per instance. Listening is an expected and necessary component of this course. We learn through exposure to public speaking. Disruptions are not allowed, and no one should enter or leave the classroom during an oral presentation. Cell phones, pagers, and other electronic devices MUST be silenced during all classes. If you are responsible for allowing a device to “go off” during a speech or leave or enter the classroom; you will receive a “0” zero for your speech!

Student speakers are expected to rely on the experiences and observations of others. Specifically, several of the speech categories in this course require students to do research and to give credit where credit is due. When using the words of another, or when using ideas or materials drawn from a specific source, the speaker must cite his/her source of information. Speakers cite sources for two good reasons: (1) just because a speaker says something does not make it so, and (2) it lends authority to the material presented. Remember, plagiarism is as serious in speaking as it is in writing. Citing sources is required for several speeches: both in the written and orally.

When a student is scheduled to speak, he/she is expected to speak at that specific time. If a student misses giving a speech without just cause, he/she will receive a zero for the speech. He /She will not give the speech at a later time. Make-up speeches for students who have a legitimate reason for missing class must be arranged with the instructor. A student who does have a legitimate emergency is responsible for contacting the instructor by email before the class meets.

Each student is responsible for cleaning up following his/her speech. If the potential for making a mess exists within a given speech, the student is required to bring the necessary cleaning supplies as a part of the speech. For any speech that includes liquid or sticky ingredients, the student is required to furnish waterproof covering for the demonstration table. If these requirements are not followed, the student will lose 20 points from the actual speech grade.

All students are expected to attend each class fully clothed: bike shorts, tank tops, halter-tops, or bare feet are not permitted. Proper etiquette requires males to wear no head covering (caps) indoors. Official school uniforms are permitted in class when necessary but any attire that the instructor feels might distract speakers is not allowed. Any student whose dress is, in my opinion, potentially distracting to the speakers can be sent out of class and counted as absent. No One is exempt from the class dress requirements, and the instructor’s decision is final.

For class presentations, each speaker is expected to “dress for the speech”. Depending on the chosen category and topic the student must “match” the content. For example: If you are demonstrating, “How to prepare sugar cookies” you could wear casual clothing and an apron. However, for a biography, current event or political speech you should always “Dress for Success”. As a guiding

principle, each student should dress as he/she would for an important job interview. This dress code is a requirement: it is not an option.

A class that is postponed for any reason will continue the next class meeting day. Therefore, if you were to speak.... you will speak the next class day. ALL WRITTEN PAPERS WILL BE TURNED IN ON Bb.

Marketable Skills

This course prepares students to apply communication theories and research-based strategies to professional and organizational settings. The skills developed in this course are directly applicable to a wide range of workplace roles and career paths. Upon completion of this course, students will be able to apply course concepts to the following real-world situations:

1. Professional Presentations

Students can apply their skills in workplace settings by delivering persuasive sales pitches, project proposals, and conference presentations. Strong public speaking abilities can enhance career growth in fields such as business, marketing, and academia.

2. Interviews and Networking

Public speaking skills help students articulate their thoughts clearly in job interviews, networking events, and professional conferences. Effective verbal communication can make a strong impression on potential employers and industry professionals.

3. Leadership and Advocacy

Students involved in leadership roles, activism, or community service can use public speaking to inspire action, lead meetings, and advocate for social causes. Whether in student government, nonprofit work, or politics, effective communication is essential for rallying support.

4. Media and Content Creation

Public speaking skills are valuable for careers in broadcasting, podcasting, YouTube content creation, and social media management. The ability to present ideas in a compelling and clear manner is crucial for engaging audiences across digital platforms.

CONSIDER A MINOR IN COMMUNICATION STUDIES

A minor in Communication Studies (COMS) requires 18 credit hours, which means after completing this course, you could need only five more COMS courses. To minor in COMS, you must complete: COMS 1361 Public Speaking, COMS 2331 Introduction – Communication Theory and Research, COMS 2386 Interpersonal Communication, and 9 credit hours of any advanced COMS electives. Note. COMS 2382 (Communication for Business & the Professions) does not count toward the 18-hour requirement for minors.

CONSIDER AN UNDERGRADUATE CERTIFICATE IN COMMUNICATION STUDIES

Communication Studies offers several undergraduate certificates each requiring 18 credit hours in specific courses. The available certificates include:

Undergraduate Certificate in Communication for Health and Social Care Professionals

Undergraduate Certificate in Communication for Legal and Criminal Justice Professionals

Undergraduate certificate in Communication for Sports Professionals