

91403 SPCH 1315 2B3

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.



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- **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: Donna Burnside

Email: dburnside@lit.edu

Office Phone: 409.245.8406

Office Location: TC 225

Office Hours: 8:15 – 2:00

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

This is an online class and requires students log into Blackboard several times a week to review lecture notes and complete course assignments. I monitor the amount of time that students spend in Blackboard and the number of log-ins throughout the week. If a student stops logging in, I will reach out to ensure that nothing has happened, which prevented the student from continuing in the course. However, if you are experiencing difficulties, please be proactive and let me know that you need an extension.

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.

Email Policy

- Email is checked in the afternoon. Allow 24 hours for a response. Weekend emails will be answered on Monday.
- Please include your class time and an accurate subject.
- Assignments should only be emailed if Blackboard is having technical issues.

PARTICIPATION POLICY

There is expected participation on your part to be in this online course.

In practical terms, that means:

- Logging in regularly (daily or several times a week).
- Understanding course instructions
- Reading course materials
- Reading ALL announcements. It is how the instructor communicates with you.
- Submitting assignments and quizzes on time.

Blackboard can log things like:

- Time spent in the course.
- Number of clicks or page views.
- Assignment submissions.

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.*

Week 1 Aug. 24-30	Orientation to the course-Read Syllabus, Addendum & How to Record Your Speech. Note: Many documents and tasks must be read /completed thoroughly. Module 1, 2 read and complete (Test) Go over Introduction Speech Go over Delivery & Pointers Complete Chapters 3,4,5 Test
Week 2 Aug. 31- Sept. 6	<u>SPEECH 1</u> <u>Introduction Speech Due</u>
Week 3 Sept. 7-13	Complete Chapters 6, 7, 12 Test <u>Library Assignment</u>
Week 4 Sept. 14-20	Complete Chapters 13,9,10 Test

Week 5 Sept. 21-27	<u>Informative Speech Due</u>
Week 6 Sept. 28- Oct. 04	<u>MMS Speech Due</u> Complete Chapters 8, 11, 14, 15 Go over MMS Speech

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

All assignments will be graded within one week of the assignment's due date, provided that the assignment is submitted by the stated deadline.

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/specialpopulations).

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). The use of generative AI tools, such as ChatGPT, is permitted in this course only in a limited capacity. Students may not use AI to create speeches, assignments, or any original content that is required for grading. The development of ideas, research, arguments, and speech drafts must be the student's own work.

AI may only be used as a supplemental tool to refine material that has already been written by the student. Acceptable uses include checking grammar and spelling, ensuring clarity and cohesion, and assisting with the organization of outlines. For example, it is not acceptable to ask an AI tool to "create a 5–7-minute informative speech on World War II." However, it is acceptable to paste a draft the student has written into an AI tool and request a review of grammar or flow.

Whenever an AI tool is used, students are required to disclose this use within their assignment by including the following statement:

"For this assignment's preparation, the author(s) utilized [Generative AI Tool Name], a language model created by [Generative AI Tool Provider]. Within this assignment, the tool was used only for [e.g., grammar correction, minor phrasing adjustments, or organizational support]."

Failure to properly acknowledge the use of AI tools or relying on them beyond the limits described above will be considered a violation of academic integrity and may result in penalties in accordance with the LIT policy.

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 unless it is a holiday.
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 babies, 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.

- g. Students are expected to dress appropriately for speeches. Please dress BUSINESS CASUAL if not, **will result in a letter grade penalty.** EX. (Polo Shirt and Khakis and **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.***