

**DEPARTMENT OF
COMMUNICATION
COMM 345
ADVANCED PUBLIC SPEAKING**

WESTERN KENTUCKY UNIVERSITY
SPRING 2007 SYLLABUS

INSTRUCTOR:	Jace Lux
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OFFICE HOURS:	W 10:00-3:00 Th 1:00-2:00 (since I have coaching responsibilities, I would always suggest calling before coming by)

COURSE DESCRIPTION

COMM 345 – By now, all of you have taken either Fundamentals of Public Speaking or Business and Professional Speaking. These courses are designed to increase your understanding of the principles and processes of communicating effectively in public contexts and to facilitate development of your own effective public communication skills. Advanced public speaking will build on this foundation to further your development as a public speaker in a variety of settings. This is done through a combination of speaking, writing, and reading assignments. Specifically, you will outline, develop, and deliver extemporaneous speeches incorporating relevant sources. You will learn how to develop and deliver messages that are appropriate and effective for the audience, purpose, and context using logical arguments within an ethical framework.

COURSE OBJECTIVES

Students will be able to:

- Design and deliver messages appropriate to various audiences and occasions.
- Communicate a clear thesis and purpose.
- Research, evaluate, and incorporate supporting material.
- Construct and deliver organized presentations with well-developed introductions, main points, conclusions, and transitions.
- Employ creative and sensitive language.
- Deliver speeches using appropriate and effective vocal and physical behaviors to enhance messages such as vocal variety, articulation, and movement.

TEXTBOOK

Sprague, J. & Stuart, D. (2005). *The Speaker's Handbook*, (7th ed.). Belmont, CA: Thompson-Wadsworth.

ATTENDANCE

Penalty for Nonattendance

Your attendance is absolutely essential. I expect you to be in class each day. The penalty guidelines are described below:

The final semester grade will be reduced **15 points** for each unexcused absence over 3. Any one unexcused absence on a speech day will count as two absences. As the objectives of this course can only be attained through regular class attendance, any student missing more than 10 classes in a single semester, whether due to excused or unexcused absences, will be asked to withdraw from the course.

Penalty for Tardiness

Attendance is defined not only as being present in class, but being present within 5 minutes of the start of class through the completion of the class session. Unexcused tardiness may be penalized by not being allowed to make up work done in class prior to your arrival and may lead to the same point deduction as an unexcused absence. If you come to class after the roll has been taken, it is **your** responsibility to notify me after class that you were present.

Excused Absence Policy

Speeches, homework, and in-class assignments cannot be made up unless I officially excuse your absence, which means **you must provide me with proper documentation**. You are responsible for contacting me regarding any excused absence immediately upon your return to campus. You must present written documentation **in advance** of an absence for a university-sponsored event and the day you return to class for any other absence or it will be counted as unexcused. Approved make-up work is due the first class meeting of your return. This is one area of the course in which I am not very flexible. The guidelines for absences are clearly laid out and need to be followed in order to excel at this class. An excused absence is defined as:

1. Illness of the student or serious illness of a member of the student's family
2. The death of a member of the student's family
3. Trips for members of student organizations sponsored by an academic unit, trips for University classes, and trips for participation in intercollegiate academic or athletic events
4. Major religious holidays

ACADEMIC OFFENSES: PLAGIARISM AND CHEATING

I expect that all of the individual assignments you complete for COMM 345 are always your own work. Please read again the information on plagiarism and cheating from your student handbook. Aside from copying work, plagiarism **includes incorrectly citing sources or presenting someone's information as your own**, without crediting the source. To avoid this, you should carefully make notes to keep track of where your information came from. In written form, you must use quotation marks when referring to another's work. In a speech where you are paraphrasing, you can say "According to.....(give name).....". If you have any hesitancy regarding plagiarism, please see me.

YOU ARE RESPONSIBLE for telling your audience or reader whether you are:

1. directly quoting from a source
2. paraphrasing closely from a source, which means using significant portions of another source's sentences or language
3. using the ideas advanced by a different source

Penalty for Academic Dishonesty

Western Kentucky University and the Department of Communication are committed to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating on an exam, or purchasing papers, speeches, or other assignments will immediately receive a failing grade on the assignment and in the course, and will be reported for disciplinary action. Falsified medical excuses and presenting another student's work as your own fall within the guidelines of this academic integrity policy.

IF YOU NEED HELP

If you have questions or concerns or find certain materials or assignments difficult please contact me by e-mail, phone, or come by during my office hours. I consider myself a teacher full time, not just for the few hours a week we meet in class. If you are unable to come during my scheduled times, call me to arrange an appointment. I try to make myself as accessible as reasonably possible as long as I know a student has a concern. If you have a special need that may require assistance or accommodation, please let me know as soon as possible. You need to provide documentation; then, we'll work to make reasonable accommodation. Students with Disabilities who require accommodations must contact the Office for Student Disability Services, Room 101, Garrett Conference Center. The OFSDS phone number is (270) 745-5004 V/TDD.

BLACKBOARD

In this class, we will make extensive use of the blackboard website. The site can be accessed by visiting <https://ecourses.wku.edu>. From there, you can login using the part of your WKU email address that precedes the @wku.edu. For example, my blackboard login name is jace.lux. Your password will be the same password that you use to access your WKU email account. I will post important announcements, sample speeches and outlines, speech assignment descriptions, and any other information relevant to the class on this site. You will also be able to

access all of your grades in this class on blackboard. I would recommend that you log on to blackboard at least twice a week to make sure there is nothing new on there that you need to know.

SPEECH ASSIGNMENTS

ALL STUDENTS MUST BE READY TO PRESENT ON THE DAY ASSIGNED. ANYONE MISSING CLASS FOR AN UNEXCUSED ABSENCE ON A SPEECH DAY WILL HAVE TWO ABSENCES COUNTED AGAINST THEM FOR EACH SPEECH DAY MISSED. IF YOU ARE NOT PREPARED TO SPEAK ON A SPEECH DAY AND ARE CALLED UPON, YOU WILL RECEIVE AN AUTOMATIC 10 POINT DEDUCTION FROM YOUR GRADE ON THAT PARTICULAR SPEECH.

- **Basic Requirements:** This semester there will be four graded speech assignments. You are expected to use topics of your own choice, which meet the guidelines for the specific speech assignment. Each speech has a time limit which has been designated to allow all class speakers to complete the assignment on schedule and to give you practice in fitting materials into a given time allotment. Speaking too long or not long enough means your speech does not meet the requirements of the assignment. As you prepare your speech, allow enough time to practice orally so that you can meet these time limits.
- **Outlines:** Outlines are required for the last three speeches. **Late outlines will receive comments from me but will not be assigned points.** The outline should include: your name, your topic, and a full-sentence thesis statement. Each of your outlines should be a full-sentence outline in Roman numeral format (pages 142-144 of the textbook provide a good example). Each outline should also contain a list of sources used in the speech.
- **Visual Aids:** Several of the speech assignments require the use of visual aids. Using PowerPoint effectively takes careful thought and design, so follow appropriate visual aid guidelines. Keep the following in mind: 1.) Begin and end your speech without a slide. 2.) Use mostly non-textual slides. 3.) Use sans serif font that is at least 28-point font. 4.) On bulleted lists, use no more than 6 words per line and no more than 6 lines. 5.) Use animation for bulleted lists, meaning you bring one line of text onto the screen at a time. 6.) Strive for maximum color contrast for fonts, drawings, and backgrounds.

Speech 1: Speech of Introduction (3 minutes)

In this speech you will introduce another member of the class as if the person you are introducing will give a speech on a particular topic. You will be divided into pairs for this assignment. You will need to get to know a little about your partner so that you can effectively introduce them. The blackboard website will contain a complete description of this speech as well as a sample to help you get started. You are required to use extemporaneous delivery, speaking from a brief outline, using no more than three, single-sided index cards.

Speech 2: Speech of Clarification (5-6 minutes)

In this speech, you will construct a speech describing and clarifying a specific abstract term to enhance the audience's precision understanding of what that term means. You will also provide the audience with a relevant, easily accessible example of that term to demonstrate the importance of understanding it. For example, the abstract term that you select may be *crisis*. After helping your audience to understand what that term means, you might then discuss the role that particular word played in Hurricane Katrina cleanup efforts. A complete description will be available on blackboard. You will use PowerPoint slides in this speech. You are required to present within the time limit, use extemporaneous delivery, speaking from a brief outline using no more than three, single-sided index cards, and cite at least three different sources.

Speech 3: Problem/Solution Speech (7-8 minutes)

For this speech, you will describe and analyze a specific problem that is relevant to the class. You will then discuss the advantages of enacting three solutions you provide. One solution must be something that needs to be accomplished on the national level. One must be something that needs to be accomplished at the state or local level, and one must be something that we can do ourselves. You are required to present within the time limit, using a speaking outline of no more than five note cards (one side only). You are to cite no fewer than three different sources. PowerPoint visual aids are required for this speech. A full description will be available on the blackboard website.

Speech 4: Entertaining Narrative (4-5 minutes)

For this speech, you will be asked to share with the class a *true* story about yourself. It should be entertaining and worth listening to (for example, "my favorite drunken stupor" would not be the best choice). You should also try to

provide the audience with a moral that they can use to better their lives. For this speech, you may not use any PowerPoint materials or note cards (it must be delivered without the help of any aids). A full description will be available on the blackboard site.

WRITTEN WORK/HOMEWORK

In addition to the speeches, you will be graded on at least one written assignment throughout the semester.

EXAMINATIONS

Three examinations will be given. Examination dates are listed on the attached daily schedule.

EXTRA CREDIT

Each student has a one-time opportunity to earn a maximum of 15 points extra credit for the semester. To do so, a student will co-present a part of a particular lecture with me. Please note that there are more students in the class than there are lecture times scheduled, so lecture extra credit will be on a first-come, first-serve basis. Also, some of the shorter chapters will not be available for extra credit. In order to be eligible for lecture extra credit, a student must contact me **by Feb. 10. Anyone contacting me after this time will not be able to present for extra credit.** I will then tell them which specific part of the chapter(s) I would like them to cover. Based on their performance, the student may earn up to 15 points.

ASSIGNMENT	POSSIBLE POINTS	YOUR SCORE
Speech of Introduction	25	
Speech of Clarification Outline Presentation Total	15 50	65
Problem/Solution Outline Presentation Total	25 75	100
Entertaining Narrative Outline Presentation Total	25 50	75
EXAM I	45	
EXAM II	50	
FINAL EXAM	100	
POP QUIZ I	15	
POP QUIZ II	15	
HOMEWORK	10	
TOTAL POINTS	500	

A = 450-500

B = 400-449

C = 350 – 399

D = 300 – 349

F = Below 300