PREREQUISITES

A student enrolling in this course must have completed and received course credit for either COMM 145 – “Fundamentals of Public Speaking and Communication” or COMM 161 – “Business and Professional Speaking.”

COURSE DESCRIPTION

COMM 345 – By now, all of you have taken either Fundamentals of Public Speaking and Communication 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 communication skills at a basic level. 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 manuscript and 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.

COMM 345 is a required course in both majors (Corporate and Organizational Communication and Communication Studies) and the minor (Communication Studies) in the Department of Communication. The course is highly recommended in several majors in the Department of Architectural and Manufacturing Sciences, and is included in restricted electives lists in several departments including majors in Systems Management and Computer Information Systems, minors in Nonprofit Administration and Sales, and the Certificate in Political Communication.

COURSE OBJECTIVES

By the end of the semester students will be able to do the following at an advanced level:

- 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 appropriate for the purpose and audience.
- Deliver speeches using appropriate and effective vocal and physical behaviors to enhance messages such as vocal variety, articulation, and movement.
- Develop and use visual aids (including PowerPoint slides) effectively.
REQUIRED MATERIALS

- Three (3) Scantron Forms #882 (narrow, teal green form)
- 4x6 note cards

ATTENDANCE

Penalty for Nonattendance
We learn to communicate by communicating with and observing others; therefore, your attendance is absolutely essential. I expect you to be in class each day. The penalty guidelines are that the final semester grade will be reduced **10 points** (out of the 600 point scale) for each unexcused absence over 3 on non-speech days. On speech days, you will only be allowed 1 (one) unexcused absence without penalty. **Unexcused absences on speech days will be doubled whether or not you are scheduled to speak.** Attendance will be taken through the use of a signature sheet passed in the class each class day. Your signature on the attendance sign-in sheet will become the official record of your attendance or absence. **If your signature is not on the attendance sheet for a particular day then you will be counted as absent.**

Penalty for Tardiness
Not only are you expected to be in class each day, but you also need to be on time. Tardiness is unprofessional and disruptive. Attendance is defined not only as being present in class, but being present within 5 minutes of the start of class until 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 attendance sheet has been passed then it is your responsibility to see that you are properly recorded as present (i.e. sign the attendance sheet).

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. 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 second class meeting of your return. For presentations, the speech order is determined in advance; therefore, if you are traveling for a university related event, you must swap places with a speaker going on an earlier day.

MAKE-UP SPEECHES: All make-up speeches for **unexpected excusable absences** will be scheduled with me at 7:30 a.m. on a mutually agreed upon date. All make-up speeches require you, the student, to make arrangements to have at least five other persons (not necessarily classmates) in attendance as an audience and without which you cannot give your speech. **(NOTE: No make-up speeches will be allowed for a speech missed due to an unexcused absence.)**

An excused absence is defined as:
1. Illness of the student or serious illness of a member of the student’s immediate family
2. The death of a member of the student’s immediate 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 NCAA athletic events
4. Major religious holidays based upon the student’s religion practiced
The following are **not** considered excusable absences:

1. Did not wake up in time (faulty alarm, alarm did not wake you up, dorm fire drill in the night, etc.)
2. Job interview (you already know your class schedule when you are making the appointment).
3. Snow (if you live on campus or commute from anywhere within Bowling Green/Warren Co. allow yourself adequate time to get to class. Those from outside of Warren Co. will be handled on a case by case basis.)

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**RESPONSIBILITIES OF A COMPETENT COMMUNICATOR**

In order to build an open, professional classroom atmosphere everyone should follow certain ground rules. These rules of civility include but are not limited to:

1. **Displaying respect** in actions and attitudes for all members of the classroom community, including your instructor and fellow students.
2. **Paying attention to and participating** in lectures, group activities, presentations, and other exercises.
3. **Avoiding unnecessary disruptions** during class such as ringing cell phones (turn them off before class), text messaging, private conversations, reading newspapers, and doing work for other classes.
4. **Avoiding negative, disrespectful or derogatory language** on the basis of race, color, national or ethnic origin, religion, sex, disability, age, sexual orientation, or veteran status that may unnecessarily exclude or affect members of our campus and classroom community.

Failure to observe these rules of classroom etiquette will be grounds for dismissal from class for the day, being counted absent for the day, and receiving a failing grade for any work missed during that class time.

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**Cell Phone/iPod/MP3 Player Policy**

Due to recent advances in technology, cell phones, iPods, pagers, etc. will not be allowed out during class time. **Cell phones shall not be used for any purpose during class time unless approved by the instructor.** Any student with a cell phone in hand during class time may be asked to leave class and will be counted absent for that day. This policy applies during student presentations as well as during lecture and discussion. Any student using a cell phone during an exam/quiz will receive a zero on that exam/quiz and may be subject to other university discipline.

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**Laptop/Tablet Policy**

Using a laptop or tablet to take notes during class can be very effective, however, when students use their laptops/tablets to check their e-mail, instant message, do work for other classes, and/or play games during class it can be distracting to surrounding classmates and hinder the educational process. Such activities should not be conducted during class time. Therefore, students who choose to use a laptop to take notes should sit in the front seats of any row in the classroom and stay on task.

(Notes: No laptops/tablets or phones should be in use by any student while classmates are giving speeches.)

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**ACADEMIC OFFENSES: PLAGIARISM AND CHEATING**

I expect that all of the individual assignments you complete for COMM 345 (and in all of your other courses) are always your own work. However, many students are not sure exactly what “your own work” means, so, please read again the information on plagiarism and cheating from your student handbook ([http://www.wku.edu/handbook/](http://www.wku.edu/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)…”. It does not take much effort to make sure you follow the rules for using another’s thoughts.

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

Plagiarism Detection Software
In this course we will be using an electronic plagiarism detection tool, SafeAssign, to confirm that you have used sources accurately in your speeches and outlines. All written assignments are subject to submission for text similarity review to SafeAssign when you submit an assignment on BlackBoard. Assignments submitted will be included as source documents in SafeAssign’s restricted access database solely for the purpose of detecting plagiarism in such documents. You can view a video tutorial that will teach you how to submit your assignment at https://itweb.wku.edu/training_atech/index.php?fuseaction=view.yt&id=732.

Please pay attention to all instructions given. Also, take note of the file formats accepted for upload by SafeAssign and make sure you know how to save your word processor file in the correct format in order for your file to upload properly. It is your responsibility to make sure that your file will be properly formatted when it is opened by your instructor. The best format to assure this happens is to save your document in Adobe PDF format.

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 may immediately receive a failing grade on the assignment and potentially in the course, and may 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.

As you can see, these are extreme measures for academic offenses that we believe are serious. If you have any questions about whether you may be plagiarizing in your work, please be sure to contact me well in advance of the due date for your assignment.

IF YOU NEED HELP

If you have questions or concerns or find certain materials or assignments difficult to understand then please contact me by e-mail or come by my office during my office hours. If you are unable to come during my scheduled times, call or email me to arrange an appointment.

Student Accessibility Resource Center
In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. The phone number is 270.745.5004 [270.745.5121 V/TDD] or email at sarc@wku.edu. Please do not request accommodations directly from the professor or instructor without a letter of accommodation (LOA) from The Student Accessibility Resource Center.

The Learning Center
Should you require academic assistance with your WKU courses, The Learning Center (located in the Downing Student Union, 2141) provides free supplemental education programs for all currently enrolled WKU students. TLC @ Downing Student Union offers certified, one-on-one tutoring in by appointment or walk in. TLC is also a quiet study area (with side rooms designated for peer-to-peer tutoring) and offers a thirty-two machine Dell
computer lab to complete academic coursework. Please contact TLC @ Downing Student Union for more information or to schedule a tutoring appointment.

www.wku.edu/tlc
(270) 745-5065

TLC @ DSU
Monday – Thursday 10:00 am – 7:00 pm
Friday 10:00 am – 2:00 pm

Research Appointments with your Personal Librarian
At WKU Libraries, your Personal Librarians are always ready to help! We have librarians for every program on campus, plus Special Collection librarians and archivists. Their goal is to save you time and help you be successful on term papers and other projects by showing you what you need to know to get started and be successful. Start your research by scheduling an appointment with your Personal Librarian. Find them at http://www.wku.edu/library/dlps/subj_lib_subject.php, call Helm-Cravens Reference Desk at 270-745-6125, or email web.reference@wku.edu.

Student Resource Portal
WKU has provided a link online to the Student Resource Portal. The webpages of this portal provide links to various services that you might find useful for this class or others during your time at WKU. To access the portal, point your Internet browser to https://www.wku.edu/online/srp/.

SPEECH ASSIGNMENTS

You must present your speech on the day assigned. If you miss class for an unexcused absence (or are not prepared to speak on your speech day) and do not present as scheduled, you will receive a zero (0) for that speech assignment.

- **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 allowing 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, please allow enough time to practice orally so that you can meet these time limits.

- **Self Critiques**: In addition to the speeches, you will be graded on two self-evaluations which you will complete using the GoREACT speech evaluation software found on Windows PCs in any of the general student computer labs on campus or in the Communication Success Center in FAC 138.

- **Manuscripts and Outlines**: A manuscript will be required for the first two speeches and full-sentence outlines will be required for the last three speeches. All manuscripts and outlines must be submitted via SafeAssign on BlackBoard by the due date and time given. No one will be allowed to present his/her speech without an outline/a manuscript having first been submitted in the proper electronic file format. Late outlines (or those received by other methods) will receive comments but will not be assigned points for credit.

- **Visual Aids**: You will use visual aids in three of your speeches. Remember that using any visual aid effectively takes careful thought and design, so follow appropriate visual aid guidelines. More will be discussed concerning the visual aid requirements for the three speeches that require one, but always keep the following in mind when using presentation software (i.e. PowerPoint):
1. Begin and end your speech with a blank black slide (these do not count toward the required number of slides).
2. Use mostly non-textual slides (i.e. use graphics, photos, illustrations, etc.)
3. Use sans serif font (e.g. Arial) that is at least a 28-point font.
4. On bulleted lists, use no more than 6 words per line and no more than 6 lines of text.
5. Use subtle animation for bulleted lists (but do not use sound effects) and slide transitions.
6. Strive for maximum color contrast between fonts/drawings and backgrounds.

Speech 1: “This I Believe” Speech (3-4 minutes; ungraded)

Speech 2: Speech of Tribute (5-6 minutes; 55 total points)

Speech 3: Problem Analysis Speech (8-10 minutes; 110 total points)

Speech 4: Solution Analysis Speech (8-10 minutes; 110 total points)

Speech 5: Vocational Context Speech (8-10 minutes; 110 total points)

EXAMINATIONS

Two examinations during the semester plus a final exam will be given. Examination dates are listed on the attached daily schedule.
## STUDENT GRADE CHART

<table>
<thead>
<tr>
<th>ASSIGNMENT</th>
<th>POSSIBLE POINTS</th>
<th>YOUR SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>“This I Believe” Speech (2-3 minutes)</td>
<td>Speech</td>
<td>ungraded</td>
</tr>
<tr>
<td>Speech of Tribute (4-5 minutes)</td>
<td>Manuscript</td>
<td>15</td>
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<tr>
<td></td>
<td>Speech</td>
<td>40</td>
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<tr>
<td>Problem Analysis Speech (7-8 minutes)</td>
<td>Outline</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>Speech</td>
<td>75</td>
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<tr>
<td></td>
<td>Visual Aid</td>
<td>10</td>
</tr>
<tr>
<td>Solution Analysis Speech (7-8 minutes)</td>
<td>Outline</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>Speech</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>Visual Aid</td>
<td>10</td>
</tr>
<tr>
<td>Vocational Context Speech (7-8 minutes)</td>
<td>Outline</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>Speech</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>Visual Aid</td>
<td>10</td>
</tr>
<tr>
<td>Exam 1</td>
<td></td>
<td>50</td>
</tr>
<tr>
<td>Exam 2</td>
<td></td>
<td>50</td>
</tr>
<tr>
<td>Final Exam (Comprehensive)</td>
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<td>75</td>
</tr>
<tr>
<td>Self-Critique of Problem Analysis Speech</td>
<td>GoREACT Self-Evaluation</td>
<td>20</td>
</tr>
<tr>
<td>Self-Critique of Solution Analysis Speech</td>
<td>GoREACT Self-Evaluation</td>
<td>20</td>
</tr>
<tr>
<td><strong>TOTAL POINTS</strong></td>
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<td>600</td>
</tr>
</tbody>
</table>

### GRADING SCALE

- **A** = 540-600
- **B** = 480-539
- **C** = 420-479
- **D** = 360-419
- **F** = Below 360
<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Topic</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>25-Jan</td>
<td>Monday</td>
<td>Snow Day</td>
<td>No Classes</td>
</tr>
<tr>
<td>27-Jan</td>
<td>Wednesday</td>
<td>Introduction to the Course/Syllabus Review</td>
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</tr>
<tr>
<td>29-Jan</td>
<td>Friday</td>
<td>The Impact of a Public Speech</td>
<td>RFK Indianapolis Speech</td>
</tr>
<tr>
<td>1-Feb</td>
<td>Monday</td>
<td>The Five Canons of Rhetoric (Overview)</td>
<td>Introduction: p. xi-xxii</td>
</tr>
<tr>
<td>3-Feb</td>
<td>Wednesday</td>
<td>Delivery &amp; Public Speaking Anxiety/Comm. Apprehension</td>
<td>Chapter 1: p. 43-51 (Manuscript due)</td>
</tr>
<tr>
<td>5-Feb</td>
<td>Friday</td>
<td>&quot;This I Believe&quot; Speech</td>
<td></td>
</tr>
<tr>
<td>8-Feb</td>
<td>Monday</td>
<td>&quot;This I Believe&quot; Speech</td>
<td></td>
</tr>
<tr>
<td>10-Feb</td>
<td>Wednesday</td>
<td>Invention: Writing your thesis</td>
<td>Chapter 1: p. 10-19</td>
</tr>
<tr>
<td>12-Feb</td>
<td>Friday</td>
<td>Disposition/Arrangement: Structuring main points/Outlining/Manuscripts</td>
<td>Chapter 1: p. 19-20, 22-25, 27-31</td>
</tr>
<tr>
<td>15-Feb</td>
<td>Monday</td>
<td>Disposition/Arrangement: Introductions/Conclusions/Connectives</td>
<td>Chapter 1: p. 20-22, 24-26</td>
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<tr>
<td>17-Feb</td>
<td>Wednesday</td>
<td>Style: Figurative and Formal</td>
<td>Chapter 1: p. 32-42 (Manuscript due)</td>
</tr>
<tr>
<td>19-Feb</td>
<td>Friday</td>
<td>Using Visual Aids/The Use of Memory</td>
<td>Chapter 1: p. 39-40, 42-43</td>
</tr>
<tr>
<td>22-Feb</td>
<td>Monday</td>
<td>Speech of Tribute</td>
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<tr>
<td>24-Feb</td>
<td>Wednesday</td>
<td>Speech of Tribute</td>
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<tr>
<td>26-Feb</td>
<td>Friday</td>
<td>Speech of Tribute</td>
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<tr>
<td>29-Feb</td>
<td>Monday</td>
<td>Speech of Tribute</td>
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<tr>
<td>2-Mar</td>
<td>Wednesday</td>
<td>Exam 1</td>
<td>(No class)</td>
</tr>
<tr>
<td>4-Mar</td>
<td>Friday</td>
<td>Dr. Hughes gone to Basic Course Dir. conference</td>
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<tr>
<td>7-Mar</td>
<td>Monday</td>
<td>Spring Break Day</td>
<td>(No class)</td>
</tr>
<tr>
<td>9-Mar</td>
<td>Wednesday</td>
<td>Persuasion and Motivation: The Audience</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>11-Mar</td>
<td>Friday</td>
<td>Invention: Sources and citation</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>14-Mar</td>
<td>Monday</td>
<td>Logos</td>
<td>Chapter 5</td>
</tr>
<tr>
<td>16-Mar</td>
<td>Wednesday</td>
<td>Pathos</td>
<td>Chapter 6 (Outline due on BlackBoard)</td>
</tr>
<tr>
<td>18-Mar</td>
<td>Friday</td>
<td>Problem Analysis Speech</td>
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<tr>
<td>21-Mar</td>
<td>Monday</td>
<td>Problem Analysis Speech</td>
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<tr>
<td>23-Mar</td>
<td>Wednesday</td>
<td>Problem Analysis Speech</td>
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<tr>
<td>25-Mar</td>
<td>Friday</td>
<td>Problem Analysis Speech</td>
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<tr>
<td>28-Mar</td>
<td>Monday</td>
<td>Problem Analysis Speech</td>
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<tr>
<td>30-Mar</td>
<td>Wednesday</td>
<td>Problem Analysis Speech</td>
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<tr>
<td>1-Apr</td>
<td>Friday</td>
<td>Problem Analysis Speech</td>
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<tr>
<td>4-Apr</td>
<td>Monday</td>
<td>Problem Analysis Speech</td>
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<tr>
<td>6-Apr</td>
<td>Wednesday</td>
<td>Exam 2</td>
<td>PAS Self-Assessment Due</td>
</tr>
<tr>
<td>8-Apr</td>
<td>Friday</td>
<td>Solution Analysis Speech</td>
<td></td>
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<tr>
<td>11-Apr</td>
<td>Monday</td>
<td>Solution Analysis Speech</td>
<td>Outline is due on BlackBoard two days prior to the date the speech is to be given.</td>
</tr>
<tr>
<td>13-Apr</td>
<td>Wednesday</td>
<td>Solution Analysis Speech</td>
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<tr>
<td>15-Apr</td>
<td>Friday</td>
<td>Solution Analysis Speech</td>
<td></td>
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<tr>
<td>18-Apr</td>
<td>Monday</td>
<td>Solution Analysis Speech</td>
<td></td>
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<tr>
<td>20-Apr</td>
<td>Wednesday</td>
<td>Genres of Public Speaking</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>22-Apr</td>
<td>Friday</td>
<td>Applying Ethics in Public Speaking</td>
<td>SAS Self-Assessment Due</td>
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<tr>
<td>25-Apr</td>
<td>Monday</td>
<td>Final Exam Review</td>
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<tr>
<td>27-Apr</td>
<td>Wednesday</td>
<td>Vocational Context Speech</td>
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<tr>
<td>29-Apr</td>
<td>Friday</td>
<td>Vocational Context Speech</td>
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<tr>
<td>2-May</td>
<td>Monday</td>
<td>Vocational Context Speech</td>
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<tr>
<td>4-May</td>
<td>Wednesday</td>
<td>Vocational Context Speech</td>
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<tr>
<td>6-May</td>
<td>Friday</td>
<td>Vocational Context Speech</td>
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<tr>
<td>10-May</td>
<td>Tuesday</td>
<td>Final Exam @ 10:30 a.m.</td>
<td>FINAL EXAM</td>
</tr>
</tbody>
</table>
Student Affirmation

After you have studied the syllabus and other course materials, please read, sign, and date the following statement. This gives you another prompt to ask questions about any unclear issues and will save both you and your instructor time and you confusion about course requirements.

I have a copy of the Comm 345 course syllabus and materials. I understand and accept the contents it contains. I also understand that work in this course must be my work, and required assignments, projects, and tests must be completed to receive a passing grade for this course.

Signature ___________________________ Date ___________________________

Your Name Printed ___________________________

Discussing Grades

You will be able to check your grades in an online grade book on BlackBoard. You can ask me about grades via e-mail, but I am not allowed by law to reply in any detail using e-mail, unless I have your written signature. (This is to protect your privacy. E-mail is not a private form of communication).

(Read and initial EITHER A or B:)

A. I give my consent to the instructor to discuss my course grades with me via e-mail. _____ (Initial)

OR

B. I prefer the following method for discussing course grades (e.g., phone call, wait for registrar's notice at end of term; Choice is subject to negotiation of a mutually acceptable method). _____ (Initial)

Method: ____________________________________________

I will promptly notify the instructor in writing (via postal mail AND receipted e-mail) of any change in my wishes.

Signature ___________________________ Date ___________________________

Your Name Printed ___________________________