

Introduction to Speech Communication

COMM 1311

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Office Hours
M/W 8am – 11am
By Appointment Only

Textbook (Required): Pearson, J., Nelson, P., Titsworth, S., & Hosek, A. (2017) Human Communication, 6th Ed. (Available in the University Bookstore)
ISBN: 978-0-07-803695-8

Course Description: This class is designed to introduce students to major areas in the study of communication focusing on theory and practice of speech communication behavior in interpersonal, small group and public communication situations. **This course meets oral communication requirements.**

Course Objectives: By the end of the course students will recognize differences between vernacular and academic approaches to communication and will be able to apply theories of perception, the self, culture, language, nonverbal and group communication to real life situations.

Course Goals:

- To understand and demonstrate public speaking processes. Students will be expected to be able to: correctly identify the parts of a speech; correctly identify organizational patterns within speeches; and, develop an outline for a speech
- To understand the importance of specifying audience and purpose. Students will be able to: describe the audience characteristics; choose an appropriate approach to the topic to match the audience; and, organize their communication to meet the needs of the audience
- To understand and appropriately apply verbal and nonverbal modes of expression. Students will be able to: identify rules that govern language and nonverbal communication use; explain how language and nonverbal communication are intertwined with culture; use specific techniques, like paraphrasing and dating, to demonstrate their verbal communication skills; and, utilize strategies for improving nonverbal communication.
- To participate effectively in groups. Students will be able to recognize different types of groups; identify and apply steps in the small-group decision making process; and utilize skills necessary for effective and ethical group communication.
- To understand and apply basic principles of critical thinking. Students will be able to evaluate arguments including identifying support; distinguishing between observations and inference; and, distinguishing among emotional proof, logical proof and personal proof.
- To develop the ability to research and deliver a documented oral presentation.

Program Learning Outcomes:

This course is one of the required courses for a major in communication as such it is designed to meet one or more of the program learning outcomes for the major. These learning outcomes include:

The graduating student will demonstrate:

1. competency for appropriate oral communication in public presentations.
2. competency for appropriate use of presentation software – specifically power point.
3. the ability to analyze arguments including identification of the major elements of the argument such as claims, warrants, data and backing
4. competency in appropriate discipline specific written communication.
5. the ability to apply communication theory to the analysis of communication situations.
6. competency in the use of media technology including video, audio and web technologies.
7. general knowledge of communication concepts and terminology

Course Philosophy: Learning is an **active** process in which we all participate. This class is a hands-on, active learning experience. Viewing learning as an active process implies several significant distinctions.

1. An active process suggests the importance of **understanding and experiencing** ideas as they relate to our own lives, rather than just remembering a list of facts.
2. Being **prepared** for class is a commitment that is necessary from each of us. Preparation includes reading and reflecting on the assigned chapters prior to the class period as well as completion of all course assignments.
3. Class lectures and discussions contribute to the learning process, thus **attendance and participation** in all class activities is essential to deriving full benefit from this course.
4. Arriving to class late or leaving the class early disrupts the entire class and distracts from the learning taking place in the class room.

The grading for the course reflects this philosophy, if you arrive for class on time and prepared to participate in the class you will like earn a high grade. If you are consistently late for class (or miss class entirely) and are not prepared for class, you will likely earn a low or failing grade.

Student needs:

ADA: It is Sul Ross University policy to provide reasonable accommodations to students with disabilities. If you would like to request such accommodations because of a physical, mental, or learning disability, please contact the ADA coordinator for Program Accessibility located in FH 112.

Counseling & Accessibility Services: Ferguson Hall 112

Tel: 432 837-8203

Course grades will be based on a 1000 point scale, allocated as follows however both speeches and the group presentation must be completed to pass the class:

Attendance	100 points
Binder	100 points
Class Exercises	200 points
Chapter Quizzes	200 points
Informative Speech	100 points
Informative Outline	50 points
Persuasive Speech	100 points
Persuasive Outline	50 points
Group Presentation	100 points

900-1000 points	= A
800-899 points	= B
700-799 points	= C
600-699 points	= D
599 & below	= F

Attendance: To facilitate the interactive quality of the class, attendance is required and roll will be taken, if you are not in the classroom at the time roll is taken you will be counted as absent. Your attendance grade will be calculated based on a percentage of class meetings attended. Excessive unexcused absences may result in you being dropped from the class with a grade of “F.”

3-Ring Binder: Students will be required to obtain a 3-ring binder. This binder will contain all class materials: class notes, class exercises, chapter quizzes, speech out lines, speech analysis, group presentation, and any other assignment given during class. Binder grade will be based on the content percentage of the binder at the end of the semester.

Class Exercises: Students will participate in and complete several in class exercises designed to apply the communication concepts discussed in the book and class lecture. Class exercise grade will be based on the percentage of exercises completed by the student.

Chapter Quizzes: Chapter quizzes may consist of true and false and multiple choice questions covering the vocabulary and concepts presented in the chapters covered in the unit of study.

Speeches: Students will delivery three prepared speeches, two individual speeches and one group presentation. Speech assignments will specify the length and general purpose of the speech (to inform, to persuade, etc) and research requirements. Students will select the topic for each speech. The grade is based on the actual presentation and the preparation for the presentation as evidenced on the speech outline. **ALL SPEECHES MUST BE COMPLETED AND DELIVERED TO PASS THE CLASS.** Late speeches will be penalized 25 points for late delivery.

ACADEMIC HONESTY (from the Student Handbook)

The University expects all students to engage in all academic pursuits in a manner that is beyond reproach and to maintain complete honesty and integrity in the academic experiences both in and out of their classroom. The University 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, plagiarism, collusion, and the abuse of resource materials.

“Cheating” includes:

1. Copying from another student’s test paper, laboratory report, other report, or computer files, data listings, and/or programs, or allowing another student to copy from same.
2. Using, during a test, materials not authorized by the person giving the test.
3. Collaborating, without authorization, with another person during an examination or in preparing academic work.
4. Knowingly, and without authorization, using, buying, selling, stealing, transporting, soliciting, copying, or possessing, in whole or in part, the contents of a non-administered test.
5. Substituting for another student; permitting any other person, or otherwise assisting any other person to substitute for oneself or for another student in the taking of an examination or test or the preparation of academic work to be submitted for academic credit.
6. Bribing another person to obtain a non-administered test or information about a non-administered test.
7. Purchasing, or otherwise acquiring and submitting as one’s own work any research paper or other writing assignment prepared by an individual or firm. This section does not apply to the typing of a rough and/or final version of an assignment by a professional typist.
8. "Plagiarism" means the appropriation and the unacknowledged incorporation of another’s work or idea in one’s own written work offered for credit.
9. "Collusion" means the unauthorized collaboration with another person in preparing written work offered for credit.
10. "Abuse of resource materials" means the mutilation, destruction, concealment, theft or alteration of materials provided to assist students in the mastery of course materials.
11. "Academic work" means the preparation of an essay, dissertation, thesis, report, problem, assignment, or other project that the student submits as a course requirement or for a grade.