

COMM 1315.001 – Public Speaking
Fall 2023
Course Syllabus

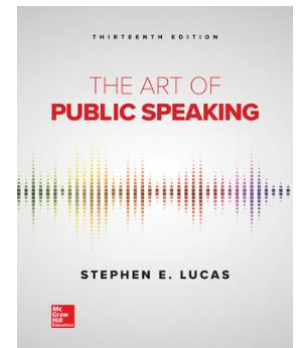
Professor:	Joseph Velasco, Ph.D.
Office Hours:	In-office: TTh: 2-5pm; Virtual Office: MW: 2-4
Office Location:	LH 307; Online Classroom via Blackboard Collaborate
Telephone:	432-837-8370
Email Address:	jvelasco@sulross.edu
Class Schedule:	9-9:50am, MWF
Classroom Location:	MAB 302
Required Text:	Lucas, S. (2020). <i>The art of public speaking</i> (13 th ed.). New York: McGraw-Hill.
Required Equipment & Software:	Internet connection; computer with webcam & microphone; Microsoft Word, Microsoft PowerPoint (available free to SRSU students via Office 365)

- RESOURCES
- Bookstore
- Graduate Student Center
- Human Resources
- Library
- Lobo looka t
- Lobo Pass
- Office 365



Introduction

My name is Dr. Joseph Velasco (most students call me Dr. V), and I am happy to be on this public speaking journey with you. Over the span of recorded history, public speaking has been valued for its ability to help humans affect each other in numerous ways, including teaching, persuading, celebrating, entertaining, and more. Whether it is in a courtroom in Alpine, in the public assembly (the Ekklesia) in Athens, around a campfire in Botswana, in a locker room in Odessa, or on the tundra of Alaska, across every culture of the world, public speaking helps people make an impact. This course is designed to unlock the science and art of public speaking, building on nearly 2,500 years of philosophy, practice, and research.



In addition, this course is designed to compel you to enter the discipline of Communication Studies – a discipline that moves way beyond public speaking to consider the many ways that humans communicate. Regardless of your decision to enroll in more Communication courses, this course will provide you with a solid foundation of speaking, writing, and research skills to benefit you throughout your college experience and the rest of your life. For those of you who will take advanced courses in Communication and possibly begin a major in Communication, this course will provide the essential foundation for more advanced and specialized study.

Section I. Course Objectives

After successfully completing this course, you will be able:

1. To demonstrate information literacy by verbally citing credible sources.
2. To specify a central idea and specific purpose for speaking in an audience-centered way.
3. To write informative and persuasive speeches.
4. To effectively perform informative and persuasive speeches to a live audience.
5. To analyze informative and persuasive messages for logical development and support.
6. To conduct secondary research using university library resources.

Section II. Student Learning Objectives

This course is designed to meet one or more of the student learning outcomes applied to all Communication majors:

SLO 1: Students will be able to analyze communication content for argument, including identification of major elements, such as claim, warrants, and data.

SLO 2: Students will be able to effectively construct messages appropriate to audience, purpose, and context; including electronic media technologies.

SLO 3: Students will be able to apply Communication theories, perspectives, principles, and concepts to the analysis of communication situations.

2023-2024 Core Assessment (Critical Thinking & Communication):

In addition to other outcomes listed here, as required by the Texas Higher Education Coordinating Board (THECB), I will promote and assess the following in this class:

Critical Thinking. Students will develop critical thinking skills to include creative thinking, innovation, inquiry, and analysis, evaluation, and synthesis of information.

Communication. Students will develop communication skills to include effective development, interpretation, and expression of ideas through written, oral, and visual communication.

Section III. Marketable Skills

This course offers you the opportunity to develop the following skills:

- Informative and Persuasive Speaking
- Audience-centered Writing
- Critical Analysis
- Research
- Effective Message Construction Using Technology

Section IV. Course Requirements, Assignments, and Grading

Assignment	Points Possible	Grading Scale
Exam One	50	A = 895-1000
Exam Two	50	B = 795-894
Peer Evaluation (Informative)	25	C = 695-794
PitchVantage Practice (2 times @ 10 pts each) – INF	20+	D = 595-694
PitchVantage Practice (3 times @ 10 pts each) - PER	30+	F = < 595
Peer Evaluation (Persuasive)	25	
Interview Speech	25	
‘More About Me’ Speech	25	
Oral Reading	50	
Impromptu Speech	25	
Informative Speech	150	
Informative Speech Outline	100	
Persuasive Speech	300	
Persuasive Speech Outline	100	
Final Exam	50	
Total Points Possible	1000	

Interview Speech. One important function of this course is to build your confidence when speaking publicly. This speech is designed to build your confidence by giving you an opportunity to practice in front of an audience; however, you won't be alone. For this assignment, you will introduce yourself to the class on Zoom by responding to the following prompts:

1. What's your name?
2. Where are you from?
3. What do you do for fun?
4. What is your major?
5. What is your biggest fear?
6. Who/what inspires you?
7. What was your most embarrassing moment?

'More About Me' Speech through PitchVantage. The Interview Speech (listed above) will be performed for the class, but the 'More About Me' Speech will be for an audience of one – me. This speech will accomplish two goals: (1) It will give you an opportunity to tell me more about yourself beyond what was covered in the Interview Speech, and (2) it will get you using a very important tool for practicing speeches – PitchVantage. Use this opportunity to use this online tool to tell me anything about you. For example, this might be a good opportunity to tell me about your fears and concerns regarding this class. Remember to have fun with this, so you can get very personal, or you can keep it light and silly. I'll award full points for

About PitchVantage and How to Get Started:

PitchVantage is a speech simulator (with a simulated environment and audience) that records video and audio of your practice sessions so that you can watch and hear yourself present. The cloud-based software also automatically analyzes the tone of your voice, your pauses, your pace, and several other delivery elements, provides both real-time and instant follow-up feedback to help you identify weak points in your delivery, and makes suggestions on how you can improve them.

How to register: look for a registration link in Blackboard under your course section. The best way to use this tool is to practice, pay close attention to the feedback, review your videos, and apply the feedback in your next practice. To improve your speech delivery, you must rehearse anyway; you might as well do so using a tool that gives you feedback about how to improve. This interactive approach has shown to more rapidly and dramatically improve your skills than practicing without feedback.

If you run into any issues, please check the [support website](#) for solutions or reach out directly to PitchVantage at support@pitchvantage.com.

Oral Reading. You will need to select a piece of literature, poem, sonnet, song (within reason), or a selection from a speech. What I am looking for is for you to bring something to read in front of the class. The purpose of this assignment is to further acclimate you to the world of communicating with others. Your selection, when read, must not exceed three minutes and must be at least one minute in length. Points will be deducted for reading from a screen or a textbook.

Exams. There will be two exams in this course. Exams cover assigned reading and lecture material. The exams likely will include a mix of matching, multiple-choice, and short-answer items. All exams will be done through Blackboard.

Peer Evaluation. It is my view that people often improve their public speaking skills when given appropriate and immediate feedback. You will find that the most important feedback (in life) is from that of your audience. Before you present both your informative and persuasive speeches, you will have the opportunity to practice your speech outside of class for an audience of at least one of your peers. This can be done through MS Teams or our Online Classroom. While one student listens and evaluates, the other

will fill out a peer evaluation form. Each/both of you will take turns practicing, being the captive audience, and writing feedback on a peer evaluation form. You will send your evaluation to your peer and they will share their evaluation of you. Submit your evaluation through Blackboard Assignments.

Impromptu Speech. There are four different modes of public speaking: 1) extemporaneous, 2) manuscript, 3) memorized, and 4) impromptu. Impromptu speeches involve little or no preparation. For this speech, I will likely assign you a topic, and you will have about 5 minutes or less to prepare. Your speech must be persuasive.

Informative Speech. This will be your first of two major speeches. For this speech your specific purpose will be to inform the audience on a particular topic. You will be required to speak for at least 4 minutes, but no longer than 7. For every 30 seconds you speak over 7:30 minutes (e.g., I give a 30-second pad on the back end), I will deduct 10 points from your grade. For every 30 seconds you go under 4 minutes, I will deduct 10 points from your grade. This rule applies to both major speeches. You are required to verbally cite a minimum of three credible sources. Presentations will be made through our Online Classroom. Your presentation must include your face being visible while you are speaking.

Persuasive Speech. This will be your second and final major speech. For this speech your specific purpose will be to persuade the audience on a particular topic. You will be required to speak for at least 4 minutes, but no longer than 7. You are required to verbally cite a minimum of five credible sources. Presentations will be made through our Online Classroom. Your presentation must include your face being visible while you are speaking.

Final Exam. The final exam is quasi-comprehensive. It will largely cover the chapters not tested for in the previous exams; however, it will also cover chapters throughout the semester.

Section II. Policies

Basic Class Expectations: It is expected that you spend at least a few hours each week to complete the course readings and assignments. Since this class has online resources, I expect that you have reliable internet service and that you check your university email at least once a day. It is also recommended that you set up course notifications in Blackboard to receive alerts (e.g., email, text, etc.) when I post announcements, grades, or other course-related items. See instructions in Blackboard.

(Online) Classroom Demeanor: Communication issues tend to be emotionally charged. It is highly unlikely in a class this size that everyone will share your personal values, beliefs, and opinions. Believe it or not, this is a good thing! The presentation of varying perspectives will help all of us to learn. This can be accomplished if ideas, beliefs, and opinions are presented in a respectful way. I will be expecting all students to follow basic ground rules for our interactions whether they are face-to-face or virtual. We will discuss and establish these ground rules in class.

Academic Integrity. Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. Students should submit work that is their own and avoid the temptation to engage in behaviors that violate academic integrity, such as turning in work as original that was used in whole or part for another course and/or professor; turning in another person's work as one's own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden. Students should also avoid using open AI sources unless permission is expressly given for an assignment or course. Violations of academic integrity can result in failing assignments, failing a class, and/or more serious university consequences. These behaviors also erode the value of college degrees and higher education overall.

Late Work: All assignments for the entire course will be posted and available as soon as the course is open. It is expected that all assignments are completed by the stated deadlines. Please plan your time carefully. If something does come up, prompt and clear communication will facilitate my response which may (or may not) include an accommodation.

Classroom Climate of Respect. Importantly, this class will foster free expression, critical investigation, and the open discussion of ideas. This means that all of us must help create and sustain an atmosphere of tolerance, civility, and respect for the viewpoints of others. Similarly, we must all learn how to probe, oppose and disagree without resorting to tactics of intimidation, harassment, or personal attack. No one is entitled to harass, belittle, or discriminate against another on the basis of race, religion, ethnicity, age, gender, national origin, or sexual preference. Still, we will not be silenced by the difficulty of fruitfully discussing politically sensitive issues.

Section VI. Notes on University Programs and Policies

ADA. SRSU Disability Services. Sul Ross State University (SRSU) is committed to equal access in compliance with Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student's responsibility to initiate a request each semester for each class. Students seeking accessibility/accommodations services must contact Mary Schwartze Grisham, SRSU's Accessibility Services Coordinator at 432-837-8203 ("please leave a message and we'll get back to you as soon as we can during working hours"). The office is located on the first floor of Ferguson Hall (Suite 112), and their mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas, 79832. **Please note that instructors are not permitted to provide classroom accommodations to a student until the appropriate verification has been received.**

SRSU Distance Education Statement: Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. **Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.** Directions for filing a student complaint are located in the student handbook.

Technical Support. SRSU 24/7 Blackboard Technical Support: Toll Free: 888.837.6055.
Email: blackboardsupport@sulross.edu

SRSU Library Services. The Sul Ross Library offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, library.sulross.edu. Off-campus access requires your LoboID and password. Check out materials using your photo ID. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or phone (432-837-8123).

New for Fall 2023: Mike Fernandez, SRSU Librarian, is based in Eagle Pass (Building D-129) to offer specialized library services to students, faculty, and staff. Utilize free services such as InterLibrary Loan (ILL) and ScanIt to get materials delivered to you at home or via email.

Counseling. Sul Ross has partnered with TimelyCare where all SR students will have access to nine free counseling sessions. You can learn more about this 24/7/356 support by visiting Timelycare/SRSU. The SR Counseling and Accessibility Services office will continue to offer in-person counseling in Ferguson Hall room 112 (Alpine campus), and telehealth Zoom sessions for remote students and RGC students.

Course Calendar
(Calendar subject to change)

Week	Date	Topic	Reading	Due or To Do:
One	Aug 28 Aug 30 Sept 1	Course Introduction Student Introductions PitchVantage – <i>Out of Class Work</i>		Register for PitchVantage ‘More About Me’ Speech
Two	Sept 4 Sept 6 Sept 8	<i>Labor Day Holiday – No Class!</i> Building Confidence Ethics of Public Speaking	Chapter 1 Chapter 2	Core Curriculum Pretests
Three	Sept 11 Sept 13 Sept 15	Listening Your First Major Speech: Informative Speech Topic & Purpose Selection	Chapter 3 Ch. 4 & 15 Chapter 5	
Four	Sept 18 Sept 20 Sept 22	Oral Reading Researching Your Speech Topic Exam 1 – Online – No Class	Chapter 7	Oral Reading Exam 1
Five	Sept 25 Sept 27 Sept 29	Supporting Materials & Reasoning Organizing & Outlining Your Speech Research on Your Own – <i>No Class</i>	Chapter 8 Ch. 9 & 11	
Six	Oct 2 Oct 4 Oct 6	Transitions, Introductions, & Conclusions Using Language PitchVantage Practice – <i>No Class</i>	Chapter 10 Ch. 12	
Seven	Oct 9 Oct 11 Oct 13	Delivery Presentation Aids Exam 2 – Online – No Class	Chapter 13 Chapter 14	Exam 2
Eight	Oct 16 Oct 18 Oct 20	Informative Peer Evaluation Informative Speeches Informative Speeches		Informative Speeches Informative Speeches
Nine	Oct 23 Oct 25 Oct 27	Informative Speeches Informative Speeches Informative Speeches		Informative Speeches Informative Speeches Informative Speeches
Ten	Oct 30 Nov 1 Nov 3	Informative Speeches Informative Speeches Informative Speeches		Informative Speeches Informative Speeches Informative Speeches
Eleven	Nov 6 Nov 8 Nov 10	The Persuasive Speech Making Arguments Arguments and Audience Analysis	Chapter 16 Chapter 17 Ch.17 & 6	
Twelve	Nov 13 Nov 15 Nov 17	Impromptu Speeches Impromptu Speeches Persuasive Peer Evaluation		Impromptu Speeches Impromptu Speeches Peer Evaluation
Thirteen	Nov 20 Nov 22 Nov 24	Persuasive Speeches <i>Thanksgiving Holiday – No Class!</i> <i>Thanksgiving Holiday – No Class!</i>		Persuasive Speeches
Fourteen	Nov 27 Nov 29 Dec 1	Persuasive Speeches Persuasive Speeches Persuasive Speeches		Persuasive Speeches Persuasive Speeches Persuasive Speeches
Fifteen	Dec 4 Dec 6	Persuasive Speeches Persuasive Speeches – Last Day of Class		Persuasive Speeches Persuasive Speeches
Sixteen	Dec 12 Dec 15	Final Exam @8am (TUESDAY) GRADUATION! (Friday)		Final Exam