

**SUL ROSS STATE UNIVERSITY  
COMM 1315- W002 Public Speaking**

SPRING 2024  
Asynchronous (no set meeting time)  
Via BLACKBOARD  
Office Hours: Tues/Thurs 2:00 – 3:00 pm  
All other times by appointment

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**Required Text:** SPEECH CRAFT by Joshua Gunn  
**Publisher:** Bedford/St. Martin's; Second edition (October 1, 2020)  
**ISBN-10:** 1319201563  
**ISBN-13:** 978-1319201562

I **highly** recommend the Kindle version of this text. It's far less expensive than the physical book, you'll get it instantly, and you can read it on your phone or tablet.

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## Introduction

Fear of public speaking affects approximately fifteen million Americans, according to the National Institute of Mental Health.

Other surveys place public speaking on the top ten list of most common fears or phobias, along with heights, spiders, flying, dogs, claustrophobia, and snakes. By some estimates, more than 52% of people globally experience fear or anxiety when asked to speak in front of a group.

Maybe you're one of them.

Even if you're not, this course is intended to give you the skills to speak (and think) clearly, to help manage any public-speaking anxiety you may experience, and to organize your thoughts and ideas into different kinds of speeches.

Because this is an asynchronous, web-based class, you will be submitting your written work via email, and your speeches via digital recording. If you don't have a phone or laptop which records video, and can't borrow one, please contact me ASAP at [msscott3@sulross.edu](mailto:msscott3@sulross.edu) so I may help get access for you. However, I need some lead time. PLEASE don't wait until the night before a speech is due to let me know you need help with technology – I won't be able to help you on short notice.

**Section I. Course Requirements, Assignments, and Grading**

Assignment	Points Possible	GRADING SCALE
Interview Assignment	50	A: 1000-900
Oral Reading Assignment	50	B: 899-800
Wedding Toast	100	C: 799-700
Reading Quizzes (3)	150	D: 699-600
Informative Speech	150	
Informative Speech Outline	100	
Persuasive Speech	200	
Persuasive Speech Outline	100	
Final Exam	100	
Total Points Possible	1000	

**Reading Quizzes.** There will be three reading quizzes in this course. Quizzes cover assigned reading and lecture material. The exams likely will include a mix of matching, multiple-choice, and short-answer items. Due dates of quizzes are published in the calendar section of this syllabus.

**Interview Assignment.** You will pair up with a classmate and find a time to interview one another using the interview template assigned by the instructor (see Blackboard under Assignments tab). Record your interviews to video and upload the video file to the Assignment File Area by **Tuesday, January 23** at 10:00 pm.

**Oral Reading.** Choose a **2-3-minute piece of writing that is meaningful to you** in some way. It can be a poem, song lyric, speech or part of a speech, excerpt from a religious text, etc. You will familiarize yourself with this piece of writing (you do not need to memorize it), and you will film yourself reading it aloud. Submit your video file to Blackboard by **Wednesday, January 31** at 10:00 pm.

This exercise is intended to help you practice the craft of speaking aloud. Imagine you are sharing the written piece with an audience (the camera). You want to make sure you are heard and understood, so enunciate your words. Please make sure you are well-lit in the video and consider your appearance. You need not dress up in formal attire, but consider how you are presenting yourself, including clothing and hairstyle.

**Wedding Toast.** Special events, like weddings, are spaces we've all experienced (or will experience). And you will likely be asked to give a wedding toast at some point in your life; perhaps you already have. For this assignment you will write a deliver (on video) a wedding toast to someone in your life. Choose a family member or friend and imagine he/she is getting married. Write a 2-4-minute wedding toast to the happy couple and film yourself delivering the speech as though you were delivering it at the wedding reception. Submit your written speech and video file to Blackboard by **Thursday, February 8 at 10:00 pm.**

**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. Video files and written outlines due to Blackboard by **Thursday, March 21 at 10:00 pm.**

***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 5 minutes, but no longer than 8. Assignment details on Blackboard.

***Final Exam.*** The final exam is comprehensive – all material from the semester may (will!) be covered on a Blackboard exam.

## **LATE ASSIGNMENTS**

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Deadlines are an inescapable part of responsible, professional, adult life. Late assignments will lose a letter grade for each day that the paper is late.

If you discover, ***a week or more in advance***, that you have multiple deadlines converging on the same day, you may request a change in deadline. Such a change may be granted at the instructor's discretion. Once the deadline has passed, it's too late to ask for exceptions. Manage your time and deadlines wisely.

## **TARDINESS / ABSENCE POLICY**

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As this is an asynchronous, web-delivered class, you may work at your own pace. I will not, however, accept ANY work after. The FINAL EXAM is Tuesday, May 7 and must be completed on Blackboard by that date.

## **RESOURCES**

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### **ADA**

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. Any student who because of a disability, may require special arrangements to meet the course requirements should contact the instructor as soon as possible to make necessary arrangements. If an accommodation is needed, students must present their accommodation letter, obtained from Accessibility Services, as soon as possible. Please note that instructors are not permitted to provide classroom accommodations to a student until the appropriate verification has been received. Counseling and Accessibility Services is in Ferguson Hall, Suite 112. You can make an appointment by calling Mary Schwartz Grisham at 432-837-8203 or via email [mschwartz@sulross.edu](mailto:mschwartz@sulross.edu). The mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas, 79832.

**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: <https://library.sulross.edu>

Off-campus access requires your Lobo ID 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 at [rsulibrary@sulross.edu](mailto:rsulibrary@sulross.edu) or phone 432-837-8123.

**Online Support Desk:** SRSU now has a Blackboard support desk for all students. If you are having issues submitting a document, getting videos to play, or you are dealing with a technical error in the course. The support desk is open 24 hours a day 7 days a week. You can contact the support desk by:

- Calling 888-837-6055
- Email: [blackboardsupport@sulross.edu](mailto:blackboardsupport@sulross.edu)
- Using resources from the Technology Support tab within Blackboard and selecting the Support Desk graphic on the course homepage

## **COURSE OBJECTIVES**

After completing this course, you will be able to

- To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
- To understand the importance of specifying audience and purpose and to select appropriate communication choices.
- To understand and appropriately apply modes of expression (i.e. descriptive, expository, narrative, scientific, and self-expressive) in written, visual, and oral communication.
- To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.
- To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.
- To develop the ability to research and write a documented paper and/or to give an oral presentation.

## **Communication Program Student Learning Outcomes**

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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.

## **Communication Program Marketable Skills**

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1. Informative and Persuasive Speaking
2. Audience-centered Writing
3. Critical Analysis
4. Research
5. Effective Message Construction Using Technology

**COURSE CALENDAR**

*The dates and topics on the following calendar are subject to change at instructor's discretion.*

<b>WEEK/DATES</b>	<b>TOPICS THIS WEEK</b>	<b>READINGS DUE THIS WEEK</b>	<b>ASSIGNMENTS DUE THIS WEEK</b>
<b>WEEK ONE</b> Jan 17 - 19	Welcome! Review Syllabus and Introductions!	Read the syllabus and acquire a copy of the required textbook.	<ul style="list-style-type: none"> <li>Order textbook</li> <li>Introduction assignment <b>due Fri, Jan 19</b> by 10:00 pm on Blackboard Discussion Board</li> </ul>
<b>WEEK TWO</b> Jan 22 - 26	Listening and Ethics	Speech Craft, Chapter 1 Building Confidence  Speech Craft, Chapter 2 Listening and Ethics	<ul style="list-style-type: none"> <li>Interview a classmate (pairs assigned by instructor) by <b>Tues, Jan 23</b> at 10:00 pm.</li> <li>Listening for Meaning Exercise <b>due Thurs, Jan 25</b> by 10:00 pm</li> </ul>
<b>WEEK THREE</b> Jan 29 – Feb 2	Practice Speaking and The Audience!	Speech Craft, Chapter 3 Audience Analysis  Speech Craft, Chapter 13 Celebratory Speaking	<ul style="list-style-type: none"> <li>Oral Reading video assignment <b>due Tuesday, Jan 30</b> by 10:00 pm</li> </ul>
<b>WEEK FOUR</b> Feb 5 – 9	Choosing a Speech Topic and Purpose	Speech Craft, Chapter 4 Choosing a Speech Topic	<ul style="list-style-type: none"> <li><b>Quiz #1</b> on Chapters 1-3 &amp; 13 <b>due Tuesday, Feb 6</b> by 10:00 pm</li> <li>Wedding toast video file <b>due Thursday, Feb 8</b> by 10:00 pm</li> </ul>
<b>WEEK FIVE</b> Feb 12 – 16	Informative Speaking!	Speech Craft, Chapter 14 Informative Speaking	<ul style="list-style-type: none"> <li>Choose 3 possible informative speech topics <b>due Tuesday, February 13</b> by 10:00 pm.</li> <li>Decide on an informative speech topic <b>due Thursday, February 15</b> by 10 pm</li> </ul>
<b>WEEK SIX</b> Feb 19 – 23	Research!	Speech Craft, Chapter 5	<ul style="list-style-type: none"> <li>Submit 3-5 main points to cover in your speech.</li> </ul>

		Researching Your Speech Topic	<p>Due Tues Feb 20 by 10:00 pm</p> <ul style="list-style-type: none"> <li>Research and submit 3-5 credible sources of evidence to support main points in your speech. Submit to Blackboard <b>by Thurs, Feb 22</b> by 10:00 pm</li> </ul>
<b>WEEK SEVEN</b> Feb 26 – Mar 1	Supporting Materials and Outlining	Speech Craft, Chapter 6 Supporting Materials  Speech Craft, Chapter 7 Outlining	<ul style="list-style-type: none"> <li><b>Quiz #2</b> on chapters 4 -6 &amp; 14 <b>due Tues, Feb 27</b> by 10:00 pm</li> </ul>
<b>WEEK EIGHT</b> March 4 – 8	Organizing your Speech!	Speech Craft, Chapter 8 Introductions, Transitions, & Conclusions	<ul style="list-style-type: none"> <li>Submit a draft of your speech outline (with Works Cited page) <b>by Thursday, March 7</b> at 10:00 pm</li> </ul>
<b>WEEK NINE</b> March 11 – 15	SPRING BREAK	SPRING BREAK	SPRING BREAK
<b>WEEK TEN</b> March 18 – 22		Speech Craft, Chapter 9 Style and Language	<ul style="list-style-type: none"> <li>Informative speech video file and completed written outline due <b>Thurs, March 21</b> by 10:00 pm</li> </ul>
<b>WEEK ELEVEN</b> March 25 – 29	Speech Delivery	Speech Craft, Chapter 10 Style and Delivery	<ul style="list-style-type: none"> <li><b>Quiz #3</b> on chapters 7 - 9 &amp; 14 <b>due Thurs, March 28</b> by 10:00 pm</li> </ul>
<b>WEEK TWELVE</b> April 1 – 5	Persuasive Speaking	Speech Craft, Chapter 15 Persuasive Speaking	<ul style="list-style-type: none"> <li>TBD</li> </ul>
<b>WEEK THIRTEEN</b> April 8 – 12		Speech Craft, Chapter 11 Presentation Aids	<ul style="list-style-type: none"> <li>Submit 3 possible topics for persuasive speech <b>due Tues, April 9</b> by 10:00 pm</li> <li>Select persuasive speech topic <b>due Thurs, April 11</b> at 10:00 pm</li> </ul>
<b>WEEK FOURTEEN</b>	Arguing Effectively	Speech Craft, Chapter 16	

April 15 – 19		Making Arguments	<ul style="list-style-type: none"> <li>• Draft of persuasive speech outline <b>due Tues, April 16</b> by 10:00 pm</li> <li>• Opposing Argument Assignment <b>due Thurs, April 18</b> at 10:00 pm</li> </ul>
<b>WEEK FIFTEEN</b> April 22 – 26		N/A	<ul style="list-style-type: none"> <li>• Peer Evaluation Assignment <b>due Tues, April 23</b> by 10:00 pm (upload video file to BB)</li> <li>• Practice your speech!</li> </ul>
<b>WEEK SIXTEEN</b> April 29 – May 3		N/A	<ul style="list-style-type: none"> <li>• Submit persuasive speech video file and written outline <b>by Wednesday, May 1</b> at 10:00 pm</li> </ul>
<b>FINAL EXAM</b>	<b>Final exam will be administered on Blackboard. The exam will open May 3 at 9:00 am and close Monday, May 6 at 10:00 pm.</b>		