

Public Speaking 1315: Tues & Thurs 10:00-11:15 Briscoe 305

Spring 2026

Sidney Balman Jr, Writer In Residence & Professor

P:202.368.4545

Email: sid.balman@sulross.edu

Office Hours: M-Th By Appointment

1. Instructional Materials

- No Required Textbook
- Supplemental reading materials available online or provided by instructor
- Outside research for speechwriting and speeches
- Access to Netflix, Twitter, Facebook and Instagram

2. Course Overview

- This course is designed as an introduction to public speaking and speech preparation. It is also intended to develop your research, analytic abilities, writing skills and awareness of current events.
- By the end of this course you will be able to research an issue, develop a speech and deliver it in a professional manner.
- There will be periodic presentations of videos depicting both real and fictional situations in public speaking: television interviews, Facebook Live, Dramas etc.
- Assignments and tests will be administered in person.

3. Course Primary Learning Objectives

- By the conclusion of this course the student should be proficient in:
 - i. Current news events and analysis
 - ii. Issue and opinion research
 - iii. Audience analysis
 - iv. Talking point development
 - v. The elements of a speech and public-speaking delivery
 - vi. The Law as it relates to public speaking: incitement, accuracy, defamation etc..
 - vii. Responding to an interview
 - viii. Development and delivery of public speaking content

4. Student Learning Outcomes

- The successful student will be able to:
 - i. Research and developing a point of view
 - ii. Analyze an audience and tailor public speaking content to it
 - iii. Develop public speaking content for a variety of venues for themselves and others
 - iv. Understand the law as it relates to public speaking

v. Respond to an interview

5. Course Requirements

- Students are expected to attend class and participate in exercises. Probationary status if you miss five classes. You may be dropped from the class if you miss more sessions.
- Review news daily on <https://apnews.com> (Free) and be aware of international, national and local current events
- Assignments are due on the day indicated in the syllabus. Late assignments will not be accepted without a medical excuse from a doctor or a verified family emergency.
- Final Project
- Participation in class discussion required.
- Students in this class must abide by appropriate online behavior.

6. Criteria for Grade Evaluation

- Each student will be graded on the basis of adherence to the assignment's guidelines in an effective and comprehensive way. Effort and improvement over the course of the term are the two most important criteria for grading.
- Evaluation of performance in this class is largely subjective, and as such this aspect of the class will be solely at the professor's discretion.
- There will be regular unannounced news quizzes during class
- Quizzes and Final Project: A=90-100; B=80-89; C=70-79; D=60-69; F=0-59

7. Students with Disabilities:

- It is Sul Ross State University policy to provide reasonable accommodations to students with disabilities. If you would like to request such accommodation because of a physical, mental or learning disability, please contact the ADA Coordinator for Program Accessibility, who is located in FH 112 or call Mary Schwartze at 432.837.8203. All requests for special accommodations must be related in writing to the professor prior to the second week of classes.

8. Academic Honesty:

- "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 the 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.”
– Excerpt from the Student Handbook

9. 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 Lobold 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 (srsulibrary@sulross.edu), or phone (432-837-8123).

10. A copy of this syllabus will be posted on the Department of Fine Arts and Communications' web page and on Blackboard.

See Following Page For Course Calendar/Syllabus (Subject to Change at Instructor's Discretion)

Date	Assignment Due	Reading/Viewing
1.15	Introduction	Review Syllabus/Course
1.20	Review Current News Public Speaking Exercise	Prepare a 1-minute address for next class Subject TBD
1.22	Review Current News Public Speaking Exercise	Deliver a 1-minute address
1.27	Review Current News Public Speaking Exercise	Deliver 1-minute Address
1.29	Review Current News Watch Speech Examples	Reading: https://keydifferences.com/difference-between-intrapersonal-and-interpersonal-communication.html
2.3	Review Current News Hearing v. Seeing	Reading: https://www.healthline.com/health/hearing-vs-listening
2.5	Review Current News Read 30-second radio commercial	Prepare 30-second radio commercial for Marfa Public Radio. Topic of your choice
2.10	Review Current News Read 30-second radio commercial	
2.12	Review Current News Building a Speech Audience Analysis	https://courses.lumenlearning.com/publicspeaking/chapter-5-approaches-to-audience-analysis/
2.17	Review Current News Discuss the Law No Class?	Reading: https://constitution.congress.gov/browse/essay/amdt1-9-1/ALDE_00000395/#:~:text=First%20Amendment%3A,for%20redress%20of%20grievances
2.19	Review Current News Watch documentary on Presidential speechwriter	Discuss preliminary topics for final speech
2.24	Review Current News Building a speech: Research, Data and Attribution.	Examples: public opinion research Discuss preliminary topics for final speech
2.26	Review Current News Social Media Sentiment Analysis and Training	
3.3	Review Current News	Final speech topic
3.5	Review Current News Building a speech: talking points	Final speech topic.
3.9-3.13	Spring Break	

3.17	Review Current News	Prepare and read 5 talking points for your speech
3.19	Review Current News	Prepare and read 5 talking points for your speech
3.24	Review Current News	Prepare and Read 5 talking points
3.26	Review Current News Building a speech: talking points	Prepare and read 5 talking points for your speech
3.31	Review Current News	Prepare and read 5 talking points for final speech
4.2	Review Current News	Prepare and read 5 talking points for final speech
4.7	Review Current News	Prepare and read 5 talking points for final speech
4.9	Review Current News Humor Speeches; Sad speeches; Motivational Speeches	Watch Examples No Class?
4.14	Review Current News What To Wear. Stance and Gestures. Pacing. Rhythm, breath, notes.	
4.16	Final project	Deliver speech
4.21	Final Project	Deliver speech
4.23	Final Project	Deliver speech
4.28	Final Project	Deliver Speech