

# **IMPERIAL VALLEY COLLEGE (Centinela)**

## **Speech 100 – Public Speaking – Winter Intersession 2019**

Professor: **Bruce Page, M.A.**

How can you reach me? Phone: **355 - 6575**

Where can you find me? #1604-H

When? I'm in my office:

**MTWTh 07:00am-03:00 pm**

**Alternatively, call and I'll try to arrange an appointment.**

Your textbook is: **Building a Speech, 8<sup>h</sup> edition, 2013** Author: **Sheldon Metcalfe** Publisher: **Wadsworth**

### **Disabled Student Programs and Services (DSPS)**

Any student with a documented disability who may need educational accommodations should notify me or the Disabled Student Programs and Services office (DSP & S) as soon as possible in this semester.

### **Student Rights and Responsibilities**

Students have the right to experience a positive learning environment and due process. For further information regarding student rights and responsibilities, please refer to the IVC General Catalog available online at:

[http://www.imperial.edu/index.php?option=com\\_docman&task=doc\\_download&gid=4516&Itemid=762](http://www.imperial.edu/index.php?option=com_docman&task=doc_download&gid=4516&Itemid=762)

### **Information Literacy**

IVC is dedicated to help students skillfully discover, evaluate, and use information from all sources.

Students can access tutorials at:

<http://www.imperial.edu/courses-and-programs/divisions/arts-and-letters/library-department/info-lit-tutorials/>

### **Course Description:**

**Speech 100 offers you an opportunity to learn the fundamental processes involved in oral communication.**

**The specific purpose of this course is to help you improve your communication skills. This objective is achieved through the application of concepts such as research, organization, outlining/constructing, supporting materials and the preparing and delivery of speeches. Attention is also given to the importance of ethics and credibility and how these concepts relate to the communication process.**

### **Why is this course so important to you?**

THE top priority in hiring consideration of most employers is your way with words, how you communicate verbally! Once you're hired, a top priority in your advancement up the corporate ladder is...how you communicate verbally! Bottom line: what you learn in this course will give you that extra edge against your competitors, no matter what your career. It'll also make you a better citizen!

- 1) Class begins at 4:30 pm. Please call me if you cannot attend class. Let me know what your problem is.**
- 2) All speeches must be completed or you may not get a passing grade.**

### **What are the student learning outcomes (SLOs) of this course?**

Speech 100 was designed to be an introductory class in public speaking. By the end of the term, you can expect to have a fundamental knowledge and communicative competence as demonstrated by being able to:

- Use the 3-part deductive pattern of organization and apply the extemporaneous style of delivery when presenting the required informative speech of 4-6 minutes (ILO1, ILO2, ILO3, ILO4, ILO5)*
- Deliver an organized informative speech to class audience members. The speech must adhere to specific time restrictions and requirements as assigned by me. (ILO1, ILO2, ILO3, ILO4, ILO5)*
- Prepare and present a visual aid that illustrates a specific point (ILO1, ILO3, ILO4)*
- Use statistics, quotations, definitions and detailed illustrations as supporting materials (ILO1, ILO2, ILO3, ILO4, ILO5)*
- Identify the components of the nonverbal delivery process which includes: eye contact, rate/pause, appearance. (ILO1, ILO2, ILO3, ILO4, ILO5)*

- Learn how to reduce your fear, gain added poise, and increased self-confidence.
- Learn to organize and compose various types of speeches, inclusive of conceiving engaging introductions and memorable conclusions.
- Learn to improve listening and critical thinking skills.
- Learn to constructively evaluate speakers and identify what makes certain public speakers more effective.
- Describe and recall the basic history of oral communication.
- Demonstrate the ability to select and research a topic.
- Identify the principles of ethics in speaking and listening.
- Improve your presentation skills.
- Identify and describe how persuasion works.
- Recognize and avoid the use of fallacies.
- Prepare and deliver an effective oral presentation.

### What's required of you?

**ATTENDANCE:** *Not only are you speakers, you are essential listeners! So therefore you're expected to attend ALL class sessions. Attendance will always be taken, and it will be reflected in your final grade. Any student who misses the first class will be dropped. Any student who misses 2 classes in a row without notifying me directly (not via another student) by phone or e-mail why...may be dropped. Please make arrangements with me or a classmate to keep up with all assignments in case you cannot attend a class for any reason.*

**We meet MTWTH 4:30 pm to 7:30 pm**

**READINGS:** *Please complete the readings BEFORE class, because class discussion and lectures frequently focus on the readings; schedule of readings are appended to this syllabus.*

**SPEECHES:** *You'll be assigned several speeches this term. Some are graded, some are not. Some are designed to simply "loosen" you up, while others are designed to challenge you. You'll be expected to speak on the day you're assigned. If you cannot, be prepared to document any emergency situation which caused you to miss class.*

**QUIZZES:** *There'll be many several quizzes and a final exam covering assigned readings, lectures, and course notes.*

### How will you be evaluated?

- On the delivery of your speeches, the quality of your research, and the quality of your outlines.
- Quizzes designed to assess your understanding of the principles of effective speech communication.
- Content analysis of your speech topics to assure that critical thinking objectives have been achieved.
- Attendance and enthusiastic participation in class.

### FAQ: HOW CAN I EARN THE GRADE I WANT FROM THIS CLASS?

<i>Answer:</i> Here's how:	Your speeches	70 %
	Attendance and Class participation	10%
	Quizzes/Study Guides	10%
	Final exam	<u>10%</u>
	Total:	100%

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### **TENTATIVE SCHEDULE – Speech 100 PUBLIC SPEAKING \***

\* **subject to change**

Wed. 01/02      Welcome ! Course overview. Who are you? Who am I? What can we learn together that will profoundly impact all our lives?  
 Discussion of what previous students say they gained from this course as inspiration to you.  
 Get to know your classmates.  
 Review of Chapter 1- Introducing the Study of Public Speaking and  
 Chapter 11 – Selecting the Introduction and Conclusion  
**Your assignment: read Chapters 1 and 11 for Quiz 1; Review Study Guide 1**

- Thurs. 01/04      **Quiz 1** – Chapters 1 and 11  
**Discussion of your Introductory speech** – some examples
- the importance of an engaging lead or introduction      how to shape your speech
  - eye contact, poise, placement of your hands and feet,      distractions (hair, gum)
  - approaching the podium, leaving the podium      the importance of a memorable close
  - seeking colorful information to flavor your speech      notecards...key words
  - how to cope with nervousness...channel your energy
- Pair off for interviews of each other. **Your assignment: Prepare your introductory speeches and bring a first draft to class for me to review with you tomorrow.**
- Mon. 01/07      Meet with students one-on-one to help refine your Introductory speeches.  
**Your assignment: Complete your introductory speech, prepare and practice.**
- Tues. 01/08      **INTRODUCTORY speeches** – all students  
**Review of Chapter 2 – Understanding and reducing your apprehension (fear)**  
**Your assignment: Complete your Study Guide 2 for Quiz 2 on Monday**
- Wed. 01/09      **QUIZ 2**  
Review of your Introductory speeches  
Review of Chapter 3 – Building your first speech  
Video of Martin Luther king speech – I have a dream  
Your Assignment: Prepare for **BROWN BAG** speech on Thursday  
Complete your Study Guide 3 for Quiz 3 on Thursday
- Thurs. 01/10      **Quiz 3**  
Deliver your **BROWN BAG** Speech  
Class Review of Chapter 4 – Analyzing your audience  
Discussion of your **NARRATIVE** speech  
Your assignment: Prepare your **NARRATIVE** speech, focus on terrific opening and closing statements  
And show me your speech preparation in next class.  
Complete your Study Guide 4 for Quiz 4
- Mon. 1/14      **Quiz 4**  
**Review of Chapter 5 – Improving your listening skills**  
**Meet with students one-on-one to help refine your NARRATIVE speech preparation**  
**Your assignment: Complete your NARRATIVE speech, prepare and practice**  
**Complete Study Guide 5 and bring to next class (NO QUIZ)**
- Tues 01/15      Deliver your **NARRATIVE** speeches  
Wed 01/16      Deliver your **NARRATIVE** speeches
- Thurs. 01/17      Discussion and review of your **NARRATIVE** speeches  
Review of Study Guide 6- Chapter 7 – Selecting the topic and purpose of your speech  
**Review of Study Guide 7 – Chapter 8 – Conducting Research**  
**Review of Study Guide 8 – Chapter 10 – Organizing the body of your speech**  
Review of Study Guide 9 Chapter 9 – Choosing Supporting Materials & Chap. 12 Using Audiovisual aids.  
**Discussion of Informative and/or Demonstration speeches**  
**Submit your topic for an Informative or Demonstration speech**  
**Complete your Study Guides 6, 7, 8, and 9 for next class (NO QUIZ)**  
**Your assignment: Complete your Study Guide 6, 7, 8, and 9 (NO QUIZ)**  
**Prepare your Informative or Demonstrative speech to show me next class.**
- Mon 01/21      **MARTIN LUTHER KING DAY – CAMPUS CLOSED – NO CLASSES**

- Tues. 01/22      **Show me your completed Study guides 6, 7, 8, and 9**  
**Review of Study Guide 10 – Chapter 13 – Considering Language**  
**Review of Study Guide 11 – Chap. 14 – Developing the Delivery**  
**Review of Study Guide 12 - Chap. 15 Speaking to Inform**  
**Meet with me one-on-one to help refine your Informative or Demonstrative speech.**  
**Your assignment: Complete your Informative or Demonstrative speech.**  
**Complete Study Guides 10, 11, and 12 ( NO QUIZ)**
- Wed. 01/23      **Deliver your Informative or Demonstrative Speech**
- Thurs. 01/24      **Deliver your Informative or Demonstrative Speech**  
Review of Study Guide 13 – Chap. 16 Speaking to Persuade  
Review of Study Guide 14 – Chap. 17 – Motivating audiences.  
Discussion of your Persuasive speech  
Your assignment: Complete Study guides 13 and 14 (NO QUIZ)  
Prepare your Persuasive speech – Bring a first draft to show me Monday.
- Mon. 1/28      Show me your completed study Guides 13 and 14.  
Meet with me one on one to help you refine your Persuasive speech.
- Tues. 1/29      Deliver your **PERSUASIVE** speech
- Wed. 01/30      Deliver your **PERSUASIVE** speech
- Thurs. 01/31      Deliver your **PERSUASIVE** speech
- Final Exam**  
**END OF INTERSESSION**

Description of Course Components:

**In-Class Speeches**

Throughout the semester, you'll prepare and deliver several assigned speeches. Each of these speeches will follow in-class discussion regarding the specific requirements and my recommendations for the given assignment. I am available to you during my scheduled office hours listed above, and also by e-mail which I access from home, so I invite you to take advantage of my help at any time you need it. I am committed to helping you do your best.

You'll receive an evaluation form from me after completing each speech. I give serious consideration to how much time and effort I can tell you put into your speech assignments, and especially if you have made significant improvements over the semester.

**#1**

**INTRODUCTORY SPEECHES**

Length 2 - 3 minutes

It's called getting to know your neighbor! *For this speech, you'll be working with another person in the class. Each of you will interview your partner. When you think you've got enough information, your objective is to organize what you considered important and then to deliver a speech in which you introduce your partner to the class.*

*You'll be allowed some notes to refer to, and to spare you from blanking out from "stage fright," but the exercise is designed to help you be as extemporaneous as possible, meaning that the more you can engage us, your audience, with your eye contact, and your personality, and the less you have to refer to your notes, the better!*

*You'll be graded for effectiveness, preparation, and professionalism in delivery!*

**WHAT A RELIEF!** *You made it through the first test of your public speaking ability! Pat yourself on the back...you've made major progress!*

*From this point on, the speeches you present are progressive in nature...i.e., each speech builds on the skills you've previously learned, and each in front-of-the-class experience will impact how you select and narrow your future speech topics, how you determine the general purpose, how you analyze the audience, conduct research, develop the speech outline, and practice methods of delivery.*

From this point on, be aware:

- all speeches require outlines (*double spaced and typed*)
- the narrative, informative, and persuasive speeches require at least 3 appropriate visual aids.
- The informative and persuasive speeches require not only at least 3 appropriate visual aids, but also a list of the works you researched and cited in your speech (*that means I need a bibliography*).
- all outlines and bibliographies are due *before* you deliver your speech.
- time limits will be strictly enforced. Do not exceed nor speak less than the prescribed time limit, so  
**PRACTICE IS CRITICAL!**

**#2**

**NARRATIVE SPEECHES**

Length 6-7 minutes

In this speech, the objective is for you to tell us a story about yourself. It can be a funny story, or a sad, happy, or serious one, but it should enlighten us about you as a person more than you have yet revealed. Introductions should be made by raising interest in your subject, and then you should very clearly state the thesis of your speech (the lesson you have learned from the experience in the story you're about to tell). Your story should be organized in chronological order. Include only those details which contribute to the support of your thesis.

*The story you choose should have a clear beginning, middle, and end. In your conclusion, you should summarize again for your audience, the important lesson you learned, and give an ending statement. The more dramatic, obviously, the better!* Prepare ahead of time, and practice! Practicing your speech before actual delivery in a public setting helps you to time your presentation. It also builds confidence in your abilities as a public speaker. You should use at least 3 visual aids as part of this presentation.

**#3**

**INFORMATIVE/DEMONSTRATIVE SPEECHES**

Length 7 minutes

**\*\*\*\*\*OUTLINE/BIBLIOGRAPHY REQUIRED**

In this speech you'll be informing us about a subject of interest to us and to you. Your subject should not be too broad. Choose a thesis that clearly focuses attention on a specific purpose which you intend to communicate to the audience, and then make sure your thesis is included in both the outline and in the delivery of your speech.

*Adapt the thesis and content of your speech to your audience's level of knowledge and interest, and include an introduction and conclusion that will grab and sustain the attention of your audience.*

*In this speech you should follow topic order, that is each of the main points of your speech should consist of a different, yet equally important part of the topic you have selected. Important criteria for refining the information in the body of your speech are newness, relevance, and impartiality. The information should be new and unknown to most members of your audience. Information which is not made relevant to the audience members usually will not be remembered, so effort should be taken to stress the importance of your topic to everyday lives.*

Finally, the informative speech should not sound like an infomercial or be persuasive. Impartiality does not mean that you shouldn't care about your speech, you should! But you should emphasize both the positive and negative characteristics of your topic in order to provide a well-balanced speech. Again prepare and practice and time your presentation.

This speech should have at least 3 supporting quotes, and be sure to include these 2 pieces of information which you need to cite orally:

- 1) author of quote
- 2) what year the article was published/what year the author stated quote.

This means you'll have to research your topic and work your sources into your speech and outline. Attach to your outline a bibliography page citing your 3 references. You should include at least 3 visual aids in this speech.

Prepare a presentation designed to stir your audience into action in a way that they're not already predisposed. This challenge is tough because most of us have a natural resistance to persuasion, so you need to ease into your topic by showing respect for your audience, while attempting to convince them to change. To justify such a change, follow problem-solution order in the organization of your speech.

*The first main point deals with the harm of the problem and need for action. You must convince your audience that the situation is so bad, they must now rise to the challenge and change it. Use statistics to support your case, and demonstrate sound reasoning. Appeal to your audience logically, and emotionally about the level of harm and need.*

*The second main point is to make your case that the problem won't go away without your classmates taking action. Use testimony as support for causal reasoning. Underscore that the solution is within the audience's control, and that any alternative solutions won't be as beneficial as the one you suggest.*

*The third and final main point is to persuade the audience that your solution will solve the problem. Use examples of times and places where your solution has worked before. Use these examples to justify why you believe your solution is the right one for local application. Talk about how the benefits will outweigh whatever the cost to change. Frame your speech with an introduction and conclusion adapted to the interests of your audience, and make very clear what action you want your audience to take.*

**NOTE: Any speech which does not make a clear attempt to influence will be penalized.**

Time your speech and work on your delivery skills. Pay special attention to hand gestures and eye contact in your rehearsal sessions. This is a speech to last between 7-9 minutes. Research at least 6 articles or published sources on your topic, and have at least 3 oral source citations. Choose a topic you care strongly about, because your audience needs to sense your deep conviction in order to be persuaded.

**Class Quizzes:** Selected chapters from the textbook will be assigned. **Chapter quizzes will be given promptly at the beginning of class on the date due.** The grade for this portion of the course will be based upon the percentage of total correct answers given on the chapter quizzes.

**NOTE: All students must be in attendance for the scheduled final examination period.**

**Students who disrupt or interfere with a class may be sent out of the room and directed to meet with the Centinela Disciplinary Officer before returning to continue with coursework.**

### **Disrespectful disruptive behavior**

When attending class, please demonstrate respect for the speaker(s).

1. Do not engage in conversation with other students while a fellow student is delivering a speech.
2. Do not enter or leave the classroom while a fellow student is delivering a speech.
3. Do not disrupt or distract fellow students while they are delivering speeches.

**Most of you are here to learn, but some students are not serious. To preserve a productive learning environment, students who disrupt, show disrespect or interfere with a class may be sent to meet with the Centinela Disciplinary Officer.**

### **Makeup of Speeches**

Should you not be able to deliver your speech at the designated time in accordance with the order of speech delivery, you will have an opportunity to deliver a makeup speech **only** if and when time permits and **only** at the instructor's discretion.

### **Co-Curricular Speaking Opportunities**

Should you have an opportunity to deliver a public speech or address in another course or in a community setting, extra credit can be awarded toward the final grade for this course. Information can be obtained from the instructor relating to documentation procedures.

### **Speech Topic Selection**

Imperial Valley College fully supports your right to free speech and expression under the law, and the Speech program at Imperial Valley College strives to help you increase skill in delivery and structure of speeches while creating an environment where the student is able to express her or his own free speech. However, the speech instructors at Imperial Valley College in no way condone or encourage student speech or expression which is prohibited by law.

## **Plagiarism and Cheating**

Delivering a speech in class is a form of publication protected by the appropriate copyright laws of the United States. Therefore, the use of another's words, phrases, ideas, and/or organization, delivered as the student's own words, phrases, ideas, and/or organization is plagiarism. **Any student found to have plagiarized materials during a classroom speech will receive a zero grade for the speech assignment, may be given an F for the course, and may be placed on academic probation.** While plagiarism involves the delivering of someone else's published words, phrases, ideas, and/or organization as the student's own words, phrases, ideas, and/or organization, it is also considered cheating if you deliver a speech written by someone else. It is expected that all work submitted by you in this class will be your original work. IVC expects honesty and integrity from all students. A student found to have cheated on any assignment or plagiarized will receive a zero for the assignment and sent to the Centinela Disciplinary Officer.

**Cheating** is defined as fraud, deceit, or dishonesty in an academic assignment or using or attempting to use materials, or assisting others in using materials, which are prohibited or inappropriate in the context of the academic assignment in question. Acts of cheating include, but are not limited to the following:

Plagiarism, copying or attempting to copy from others during an exam or on an assignment, communicating test information with another person during an examination, allowing others to do an assignment or portion of an assignment, use of a commercial term paper or speech service.

## **Grading of speeches:**

Many factors are considered. Among the most important factors are placement of your hands and feet, poise, confidence, eye contact, preparation, practice, research, creativity and imagination, good balance of logic/emotion, smile/personality, credible information, dynamic/engaging opening, preview and summary, effective transitions, bold delivery, use of voice variation and/or dramatic pauses, memorable close, visual aids, gestures, humor, conscientious effort, outline/bibliography. The bottom line is this:

<b>Superior = A</b>	<b>Above average = B</b>	<b>Average = C</b>	<b>Poor=D</b>	<b>Unacceptable = F</b>
90%-100% = A	80%-89% = B	70%-79% = C	60% -69% = D	Less than 60% = F

