

TEXARKANA COLLEGE

Course Syllabus

Course Information

Course Title: Public Speaking
Course Prefix & Number: SPCH 1315
Semester & Year: FALL 2016

Instructor Information

Instructors Name: Patricia Meyer, Ph.D.
Office Location and #: Media Building 169
Office Phone: 903-823-3255
Email: patricia.meyer@texarkanacollege.edu
Office Hours:

Mon	Tue	Wed	Thu	Fri
11-12:30	11-2, 3:30-4	11-12:30, 2-4	11-2 3:30-4	11-1
3:30-4	ATL: 5:30-6, 8:45-9:30	5:30-6, 8:45-9:30		

Course Description

A basic course in the study of effective communications through speech. Emphasis is placed upon content, organization, and delivery of speeches for various purposes and occasions.

Pre/Co-requisite

Successful completion of the Reading portion of the TSI.

Textbook & Course Materials

Required Text: Ford-Brown, Lisa A. (2012). DK Guide to Public Speaking. 2nd Edition. Boston: Pearson Education, Inc. ISBN: 978-0-205-93013-5 – either Edition 1 or 2 will work.

Other Course Materials: Access to the internet, a videocamera, a free YouTube account, access to 5 adults as audience members for every speech. A current style guide (either MLA or APA)

Microsoft Office: Texarkana College offers Office 365 to all students. Instructions on how to download this free software can be located at

<https://www.texarkanacollege.edu/helpdesk/install-office-2013>.

Computer Requirements

Access: This is an online course. You will need to have access to a computer. If you do not have access to a computer off campus, there are computers located in the Palmer Memorial Library that may be used by students. It is best if you have high speed internet access. If you have Dial-up, it may be difficult to download videos and other materials.

Operating System:

Windows Operating System		Mac OS X Operating System	
Minimum System Requirements		Minimum System Requirements	
Operating System:	Windows XP	Operating System:	OS X 10.6 (Snow Leopard)
Processor:	1.7 GHz	Processor:	1.83 GHz
RAM:	1 GB	Memory:	1 GB
Browser:	Firefox 4.0 Internet Explorer 8	Browser:	Firefox 4.0 Safari 4.0

Computer Hardware Requirements:

- Internet Access: High speed internet connection such as cable modem or DSL
- Processor: 2GHz processor
- Memory: 1GB RAM; 4 GB free hard drive space
- Some courses and/or assignments may require the use of a webcam.
- The learning management system is optimized for desktop displays; tablet and smartphone users should use the Mobile Apps. **Always** use a wired desktop or laptop to take you quizzes and exams on.

Browser: Texarkana College’s Learning Management System (Jenzabar’s eLearning) suggests that students use the most current version of the Internet Explorer browser. You can download Internet Explorer by going to:

<https://www.microsoft.com/en-us/download/internet-explorer.aspx>

Student Learning Outcomes

1. Recognize and understand the foundational models of communication.
2. Apply elements of audience analysis.
3. Demonstrate ethical speaking and listening skills.
4. Research, develop, and deliver extemporaneous speeches with effective verbal and nonverbal techniques.
5. Demonstrate effective usage of technology when researching and presenting speeches.
6. Understand how culture, ethnicity, and gender influence communication.
7. Develop proficiency in presenting a variety of speeches as an individual or group (e.g. narrative, informative, persuasive).

Communication between Instructor and Student

All communication in the course will be conducted through email, telephone, or the forum within the class page. I will respond to emails within 24-48 hours. If you have not received a reply within that time limit, please resend. All email communications must be through your TC email account.

I have created an "Question & Answer" Forum in which you can post questions to me as well as each other. I will also answer within 24-48 hours. These questions and my answers will be viewable by all students. If you have a specific question about an assignment, please check this forum out before you ask your question. Someone else might have already asked the question and received an answer.

Feel free to give me a telephone call during office hours. Email is the preferred method of communication.

Grading

Online Issues: This is not a self-paced class. An online course covers the same material as traditional “live” sections. You have some flexibility in determining WHEN you work on the class material, but there are regular and specific deadlines for assignments and “windows” for discussions. Be sure to keep up with the timing. In this online course you may not have to be physically present at a particular place and time as in a traditional class, but it does not demand less time or effort. In fact, online classes tend to take MORE time and discipline than fact-to-face classes. I expect you to check your TC email once every 48 hours at a minimum, including weekends. This means that you will need to make sure that you have some way to be able to use the internet regularly. Have a backup plan in case your home computer/internet connection goes down. **Texarkana College is not responsible for issues related to your computer or internet service. Problems with your computer or internet service is not an excuse for completing your assignments by their deadline.**

Grading Scale:

- A = 90-100
- B = 80-89
- C = 70-79
- D = 60-69
- F = Below 60

Student Assessment

Your final grade for this course will be determined by the following method:

Assignment	Date Due	Total Possible	Your Score	Notes
Participation -Day1 Inventory -written self introduction -practice outline -library assignment		250		
Chapter Convos		100		
Citation Assignment		50		
TED Talk		50		
Speech: Self Introduction -outline -self-evaluation		100		
Speech: Famous Speaker Oral Report -outline -citations -self-evaluation		100		
Speech: What Society Needs -outline -self-evaluation		150		
Speech: Informative -proposal -article summary -outline & citations -PowerPoint -self-evaluation		150		
YouTube Stranger critique		50		
Bonus: comment on a classmate's speech, constructively				

Activities/Assignments

How the Course is Organized

Forum Posts: I have divided the forums into different categories: General, Chapter Convos, Speech Topics, the actual Speech. You will have one Forum Post for each unit.

General Forums: This is where you'll find the Question & Answer Forum, a place to introduce yourself to the class, accept the syllabus formally, and the TED Talk assignment.

Chapter Convos: For every chapter in the textbook we review; you'll be asked to answer a question about it. You should expect to answer the question fully. Fully means: at least 100 words. You will also be expected to respond to at least 2 other other students' posts.

Speech Topics: You will have a total of 4 speeches in this class. The first will be a self-introduction. All other speeches in this class require that you get your topic approved. You'll do so in the forums labeled "Speech Topic Approval." Make sure there is sufficient information in your speech topic request that I can have a good understanding of what you'll discuss in your speech. For example, if you simply post in this forum, "Monkeys," I might not fully understand what your speech will be about. If you offer a few sentences and a sketching of your outline, I can better point you in the right direction and feel confident that the speech you plan to submit will be possible. The more you give me here, the better your speech will be.

Speeches: In these forums, you'll post (in one discussion) your outline, your links from YouTube, and your self-evaluations.

What Should Students Do First?

Start on the "Start Here" page of our class' website. Check the calendar so you know when things are due, find the syllabus acknowledgement page to submit your first forum post.

Proctored Exams

For this class, there will not be proctored examinations.

Class Expectations

SPECIFICS ON THIS ONLINE COURSE:

1. How will this class work? Will I still need to give speeches?

Yes, you will give speeches for this class! You will prepare, deliver/record, upload a variety of speeches in this class. To turn in your speech, you must find your own audience of at least 5 adults, videorecord your speech, upload it to YouTube, submit an outline and a link to your video through our online class. The first speech, where you introduce yourself by video is somewhat of a dress-rehearsal. It is my hope that you get the kinks worked out in your method/system. Use it to your advantage! It is my expectation that everyone will be able to videorecord his/her speeches for all remaining speech assignments.

2. What are the techy-logistical requirements for this online course?

You must have regular access to the internet, a YouTube account & channel, a videocamera, knowledge of uploading documents to the internet, myTC's online class system, and email. Documents (papers) must be saved a .RTF file, regardless of what program (MSWORD, Works, Pages) you use.

3. What are the logistical requirements for the speech?

Before you begin delivering your speech, pan the audience to demonstrate that you have **five** live adult humans in the audience. You can have your dog there, too, but Scruffy does not count as a human... so Scruffy plus at least five other humans! Once you start recording, don't stop! Even if you mess up and need to start over, we need to see that part of your learning process! Recordings should not be edited in any way. **YOU SHOULD STAND IN FRONT OF YOUR AUDIENCE.**

Except for the speeches, all of our other work will be done online, through the class website, or by email. You already need to be familiar with the myTC system and email in order to successfully complete this course.

Your videorecording quality must be appropriate!

Make sure the video is right-side-up!

Make sure you can be heard and seen!

4. Hey, this is an online forum! Do I have to use formal grammar in the forums?

Yes! This is practice for your professional life, not an extension of your personal fun online personalities! Please use your best grammar, your best manners, and engage your classmates' work professionally.

5. I have questions about what's going on in this class....

On the site for this class, I have created a Q&A forum. Please use it! I encourage everyone to submit questions and respond to each other's questions/concerns about the class. Your classmates are an invaluable resource, even if they are scattered throughout the community and not sitting next to you on campus.

Students are expected to login within the first 3 days of class and begin working on their assignments immediately. You are expected to log in at least 2-3 times each week to check on announcements. Announcement can be found in the "Start Here" link in the course sidebar.

Expectation: to be responsible communicators in this class. While the primary emphasis in this class is the oral presentation of speeches, you will also be expected to research your topics, to write coherent and grammatically correct speeches, outlines, and response papers, and to be an active member of the audience when you are not speaking.

Expectation: to succeed in this course. The best way to ensure your success in this class is to do the readings assigned, carefully follow the instructions, study for and be prepared for your speeches (including practicing them), and turn in all assignments.

Expectation: to make a speaking commitment... and keep it. Canceling or postponing your speech affects all members of the class. "Forgetting" to upload on time will result in a zero for that assignment. Speeches of unprepared students (e.g. no outline, no works cited) will not be graded. Be prepared!

Although the internet is the greatest thing ever invented, it will not be the only source you'll cite for your speech. Go to the library, find research articles and books.

Prohibited speech topics in this class

The following topics are not allowed in this class:

- | | | | |
|--------------------------|----------------|----------------------|-------------|
| Marijuana | Diseases (any) | Blood/organ donation | Abortion |
| Well-known Presidents | | Marilyn Monroe | Gun Control |
| Death Penalty | Drunk Driving | Texting/Driving | Euthanasia |
| Healthy Living/lifestyle | | Working out | Suicide |
| Teen Pregnancy | Tobacco smoke | Smoking | |

Don't ask to do these topics.

Class Schedule

Date	
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WEEK 1 Aug 22-28	Wed: Syllabus Acceptance. 1 st Day Inventory, Chapter 1 convo Fri: Written Self Introduction, Outline Assignment
Week 2 Aug 29- Sept 4	Mon: Chapter Convo: 2 Wed: Self-Introduction SPEECH VIDEO (includes outline, self evaluation)
Week 3 Sept 5-11	Wed: Chapter convos 3, 8 Sun: Library Assignment, Citation Assignment, Ted Talk, STEP 2
Week 4 Sept 12-18	Wed: Get approval for Famous Speech Oral Report Topic (speaker/speech) Sun: Ted Talk, Step 4, Chapter Convos: 4, 5
Week 5 Sept 19-25	Sun: Chapter Convos 6, 7
Week 6 Sept 26-Oct 2	Sun: VIDEO: Famous Speech Oral Report (outline, link to famous transcript, self evaluation)
Week 7 Oct 3-9	Wed: Get approval for What Society Needs Speech (have central idea & outline) Sun: Chapter Convos 9, 10, 11
Week 8 Oct 10-16	Sun: Chapter Convos 12, 13
Week 9 Oct 17-23	Sun: Video: What Society Needs (includes outline, citations, self evaluation)
Week 10 Oct 24-30	Wed: Get approval for Informative speech (have central idea & outline) Sun: Chapter Convos: 14, 15
Week 11 Oct 31- Nov 6	Sun: Chapter Convos: 16, 17
Week 12 Nov 7-13	Sun: Outline and Citations for Informative Speech
Week 13 Nov 14-20	Sun: Article Summary for Informative Speech
Week 14 Nov 21-27	THANKSGIVING HOLIDAY
Week 15 Nov 28- Dec 4	Sun: VIDEO: Informative Speech (includes final outline, citations, self-evaluation) Sun: VIDEO: PowerPoint (that supports your informative speech)
Week 16 Dec 5-11	Monday Dec 5: VIDEO: Speech Make-up Tuesday Dec 6: YouTube Speech Critique
Week 17 Dec 12-18	Final Exam Week Dec 15: Graduation! See you there!

Absentee Policy

Because you do not come on campus and sit in a classroom, attendance is determined by your active participation and communication in the course. Make sure that you log in frequently, participate in your course activities and discussions, and check your TC email regularly. Students who succeed in online classes keep a schedule just as they would if they were attending class on campus, and they communicate with one another and their instructor frequently. Attendance is vital to your success. Check TC email and myTC Speech Class at least three times per week.

Absence in an **online course** is defined as the lack of an active post or submission within the course including discussion board posts, written assignments, and tests. This standard will be used to determine all absentee issues, including but not limited to, 12th Day Census Reports, last date of attendance, and involuntary withdrawal from a course due to absences. **All online students must complete an Enrollment Verification activity within the first week of class (activity depends upon the professor); otherwise the professor **may** drop the student for not having attended.**

A student should not stop attending a class without formally withdrawing from the course by the institutions published Last Day for Students to Drop. If a student stops attending class after the published Last Day for Students to Drop, the student **may** receive a grade of “F” in the class. The instructor will submit the last date of attendance for students receiving a grade of “F” or “W”.

Withdrawal from a course(s) **may affect a student’s current or future financial aid eligibility. Students should consult the Financial Aid Office to learn both short and long term consequences of a withdrawal.**

Make-up Policy / Late Work

Make-up Policy

Students will be allowed to make up one (1) speech with a 10% reduction in the overall grade of that speech. This speech will be given on a scheduled make up day at the end of the semester. All of the rules stated elsewhere must be followed.

If you do not submit your speeches by deadline, you will not get to make up the critiques.

Late work: I will accept any assignment, except speeches, for 24 hours after it was due. After 24 hours, I may not accept it. Late assignments will be marked 10% off.

Late work exception: At two timepoints in the semester (near midterm and near final) I will accept one non-speech item for full credit. At the midterm timepoint, I will accept any one non-speech item for full credit - any assignment that should have been turned in during the first half of the semester. At the final exam timepoint, I will accept one non-speech item that should have been turned in after midterm. This means that items in the first half of the semester will not be accepted at the end of the semester. Stay on top of your work!

Academic Dishonesty Policy

Scholastic dishonesty, involving but not limited to cheating on a test, plagiarism, collusion, or falsification of records will make the student liable for disciplinary action after being investigated by the Dean of Students. Proven violations of this nature will result in the student being dropped from the class with an “F”.

This policy applies campus wide, including TC Testing Center, as well as off-campus classroom or lab sites, including dual credit campuses. This information can be found in the TC Catalog/Student Handbook at <https://texarkanacollege.edu>.

One of the goals of this course is to teach students how to document sources appropriately. Any violation of the following principles in students’ completed work constitutes plagiarism:

1. All written work submitted for credit is accepted as your own work. Another person may not, therefore, have composed it, wholly or partially, without sufficient credit given.
2. The wording of written work is taken as your own, therefore, you may not submit work that has been copied, wholly or partially, from a book, article, essay, newspaper, another person’s paper or notebook, the Internet, or any other written, printed, or broadcast media source without proper citation. Another writer’s phrases, sentences, or paragraphs may only be included if presented as quotations and the source acknowledged both verbally and in the properly formatted bibliography or works cited page.
3. The ideas expressed in a paper or report are accepted as originating with you, the writer. Written work that paraphrases any written, printed, or transmitted media material without acknowledgements may not be submitted for credit. Ideas from books and essays may be incorporated into your work as starting points, governing issues, illustrations, and the like, but in each case, the source must be cited.
4. Remember that any online materials you use in your speech, both written and visual, are also governed by rules about plagiarism, so you need to learn how to cite anything taken from any electronic source, as well as all other sources.

When you use any source for information in a speech, you must give credit for the information, both visual and textual, to the author or creator, both verbally and in the typewritten bibliography.

Disability Act Statement

Texarkana College complies with all provisions of the Americans with Disabilities Act and makes reasonable accommodations upon request. Please contact Larry Andrews at 903.823.3349, or go by his office located in the Palmer Memorial Library.

If you have an accommodation letter from his office indicating that you have a disability which requires academic accommodations, please present it to me so we can discuss the accommodations that you might need for this class. *It is best to request these changes at the beginning if not before the start of class* so there is ample time to make the accommodations.

Financial Aid

Attention! Dropping this class may affect your funding in a negative way! You could owe money to the college and/or federal government. Please check with the Financial Aid office before making the decision to drop a course.

Complaint Process

The complaint process can be found at <https://www.texarkanacollege.edu/wp-content/uploads/2014/11/online-classes-complaint-procedure.pdf>.

Netiquette

“Netiquette” is the term used to describe rules of courtesy in using electronic communication. These rules are intended to help use the medium effectively and considerately. The ideas below are intended to help with electronic class discussion.

When communicating in an online course you are addressing a group of people. The following guidelines will help you to communicate effectively.

- Don't say things that you wouldn't say in a face-to-face environment, or in any public place.
- Don't share confidential information.
- Use the subject line to identify the content of the message.
- Stay up-to-date on forum postings by reading them regularly.
- Always comply with copyright by citing your references when posting online content.
- Use individual e-mail for messages to individuals rather than tying up the group list.
- Do not forward emails or discussion forum postings without asking permission to from the original author.
- Electronic communication does not provide visual cues, such as smiles or frowns that face-to-face communication allows. Therefore, humor and/or sarcasm in written text might be misunderstood and interpreted as rude or inflammatory in the online environment. Choose your words carefully to avoid hurting, or angering anyone. Should emotions become inflamed, do not promote the anger. Take a cooling down period, perhaps overnight, before you engage in the online activity again.
- Avoid using all capital letters in your text. This is considered 'shouting' in the online classroom.

- Aim for clarity and readability in your text.
- Use proper English and remember to spell check.
- If you do not understand the assignment's directions or the posts of your classmates don't be afraid to ask for clarification.
- The online classroom is a community of learners. Participate actively in the community and reach out to your classmates with a helping hand.

Technical Assistance

Texarkana College offers students several ways to access technical assistance for IT issues as well as their Online classrooms.

General IT issues

Help Desk Link from TC's main webpage: <https://www.texarkanacollege.edu/helpdesk>

Phone: 903-823-3030

Email: helpdesk@texarkanacollege.edu

Assignments

BONUS Evaluations

After each speech, you are asked to evaluate yourself – and that is a graded assignment. If you wish to earn bonus points, you'll be asked to view 2 other classmates' speeches and evaluate them. Each bonus evaluation (of two classmates per speech round) is worth 10 bonus points, for a total possible of 40. If you evaluate 2 students at the end of each round, within 3 days of the speech, I'll award 50 points. See instructions on evaluations later in this section.

Day 1 Inventory

Take some time to think about who you are in the world, what you care about, why you care about it, etc.

Then, answer these questions (in formal English):

1. To get started, take stock of any *experiences* that are special or unique to you (this may include many years attending soccer camp, your service in the military, or even that your birthday falls on a leap year). What do you already do well and enjoy?
2. Now consider your interests and commitments. What would you say is the central issue facing your generation today? What topics in the media attract your interest (because you find them interesting or annoying)?
3. Now consider your *education*. What is your major? What is your minor? Have you learned skills or concepts in your coursework that you find especially important for others to know? List these here. What kinds of issues or challenges face people who work in the career(s) you'd like to pursue?
4. Now consider the people you care about, your *friends* and *family*. Has anything happened to someone you care about that you think others should explore more fully? What kinds of issues and concerns matter most to them? Do you agree with them?
5. From all the notes you made above, identify three to five topics, issues, or questions that you find the most exciting or interesting.
6. Have another look at each item on this list, and ask yourself the following questions: (1) is this topic appropriate for this particular speaking occasion? (2) Do I have a personal connection to this topic? (3) Do I already have or can I develop expertise in this topic in the time I have available to prepare? If yes, your brainstorming has been fruitful. If not, then you can start over with #1!

Chapter Convos

Note: As an individual member of this class, you are responsible for reading the whole textbook. This is your job as a student in this class.

To encourage you to get the most out of our textbook, I will start a conversation, with questions for each of the chapters (check calendar for which chapters are assigned each week).

Be sure to participate in these conversations. I realize that is difficult to feel like a class when we're not in the same room, but we can respectfully discuss the ideas in the textbook in a forum!

Written Self-Introduction

This must be submitted in our class website in the correct forum by the end of the first day of class.

Your name, where you're from and where you're currently living (if different), three things about yourself that we wouldn't know if we saw you. (For example, "I have brown hair." is not deep enough. Give us something to remember you by.)

Why did you take this class, online?

What is your major?

And, who is your hero, and why?

My expectation is that you'll log back into our class and respond to at least 3 classmates, to make them feel welcome, too.

Once you've introduced yourself and responded to three classmates, send me an email with a copy of your written self-introduction and a copy of the responses you received.

THEN add a few sentences about how you perceive the differences in interacting with classmates between online and face-to-face classes. Last item - how many bonus points is this worth? And why! Final email should arrive by July 16 for credit.

VIDEO Self-Introduction

For this introduction, we'll go a little deeper. Offer your name, current and/or future career/position, something interesting about yourself (that you didn't write in the written introduction), a TV or movie character you identify with and why, and describe a moment in your life that you'd like to go back and change. Your speech should be something other than, "I wouldn't change anything; my mistakes made me who I am." Come up with something to change.

My expectation is that we'll get all of the technical hiccups out of the way for the semester with this short self-introduction.

You must have an audience of 5 live adults. You must be standing. Check the quality of your speech video before posting. Are you right-side-up? Can your voice be heard?

HOW TO EVALUATE ONESELF OR ANOTHER

Most students are not comfortable critiquing other students. Most students feel as though they do not know the material well enough or are not seasoned speakers themselves to be critiquing others. Because it is an unsettling task, I want to offer some guidelines and encouragement. I imagine my classroom (face-to-face and online) to be a workshop, where we learn how to become speakers. I believe that we can learn from others, and their mistakes, as well as our own. We have all been in an audience before and we know what kinds of things work for others. This class is an opportunity to find what works for ourselves. We evaluate other so that we can better learn what will work for ourselves.

Your critique of another speaker or of yourself

1. What did this speaker do well?
 - a. Why do you think so?
 - b. Give examples.
 - c. Connect something they did well with what the textbook says speakers should do in a speech.
2. What does this speaker need to work on?
 - a. Why do you think so?
 - b. Give examples
 - c. Connect something they need to work on with what the textbook suggests
3. What do you think of the subject/content of the speech?
 - a. Discuss how the speaker built credibility of him/herself
 - b. Discuss how the speaker built credibility of the sources he/she used.
 - c. Did you believe what the speaker said was true? Why or why not?
 - d. What was persuasive in this speech?

Here's an example of a student – student evaluation:

During Stephanie's speech she used a PowerPoint to assist as a visual aid to her speech. On page 235 of the textbook it states that a presentation aid makes it easier for your audience to understand your topic. She also used a doll to demonstrate how to correctly administer CPR and I think that was a good actual item to use for a visual aid. In Chapter 11, page 236, it states that actual items used during speeches can help demonstrate and emphasize your topic. I think that the PowerPoint was in a way distracting as well because she would pause her speech as slides changed and it seemed to make her lose her train of thought at times. In chapter 11, page 243, it states that a multimedia aid should only be used for short durations so that they do not become the speech and compete with the speaker themselves. I enjoyed Stephanie's speech about CPR and first aid and thought she did a good job summarizing the steps of these topics. Her speech was over 13 minutes long, as opposed to the 6-7 minutes assigned for this speech, but I think that first aid in all the subjects she addressed are important enough to mention. I think that she could have eliminated her intro video on her PowerPoint at the beginning of her speech because when she demonstrated CPR herself it seemed to be enough information to inform us on first aid. Overall her speech was informative and could help anybody save a life.

Practice Outline ASSIGNMENT

Select any magazine article to outline. Be sure to include a full citation (MLA or APA). Does it follow any of the strategies found in chapters 6 & 7?

I suggest picking an article of some length - so it will be easier to outline.

Another option would be to pick a few pages from any textbook you already have. If you have trouble picking something, email/talk with the instructor a few days BEFORE it's due. I'd be glad to help find an appropriate article for you. The purpose of this assignment is to give you an opportunity to work with outlines of completed works, so you can see the relationship between the final copy and the skeleton-type summary of ideas within it. That same relationship is what you'll experience in your speech and speech outline.

Basic outlining – you want to have a plan, that is meaningful to you as you speak that you can refer to as you're speaking. You will not be expected to memorize everything you say during your speech, but you should be familiar enough with your work that you can use a sparse outline when speaking.

This basic outline format should work for most speeches that you deliver both in this class and any other speaking situation you may encounter:

Outline format –

Introduction

1. Attention-getter
2. Establish credibility
3. State the thesis of your speech
4. Preview your main points

Body

1. Listing of your main points with smooth transitions
2. A variety of evidence and development: comparison, contrast, example, illustration, statistic, testimony, visual

Conclusion

1. Yield sign – let your audience know you're coming to a close
2. Restate your thesis
3. Recap your main points
4. Clincher

There are some exceptions to this rule, of course.

In this class, I've asked you to read a children's book to the class. Since you'll be using the book (manuscript) rather than an outline, for the purposes of this class, you'll be expected to submit some information before delivery. See assignment guidelines. There will be something a little different for impromptu speaking, but it should be very similar.

For informative & persuasive speaking, there are about 6 different styles you can use. I've illustrated them below, with an example of recycling.

Topic: RECYCLING. General Overview For this speech, I'd like to persuade my audience to recycle. But not only to be recyclers, but also to be ambassadors for recycling by touching the lives of those around them and spreading the word that recycling does matter. To do this, I suspect that I will offer some history of the environmental movement of the past century, including how the "disposable" aura of this society has replaced the agrarian system. [Agrarian, of course, is naturally a recycle-friendly system.]

Types of information I plan to use are:

1. Overview of agrarian times, highlighting the way in which resources were used.
2. Overview the history of the environmental social movement, successes, failures.
3. Facts and figures of not recycling versus recycling. These statistical data will be collected from credible sources. When mentioning them in the speech, I'll cite [refer to where I got the info].
4. Offer a list of reasons to recycle, being sure to connect the ideas with the lives of the audience members.

The Monroe Motivated Sequence is used most often for commercials, or for selling a product, or one-sided

arguments. It is designed to move the audience to action. For this speech topic, recycling, I'll attempt to persuade the audience that recycling is needed, necessary, beneficial, and accessible.

1. Attention Step. "I just want to say one word to you... just one word... plastics." This is a famous line from the 1967 famous movie, "The Graduate." In this scene, Benjamin Braddock, played by Dustin Hoffman, has just graduated from college and is having a conversation with his father's business partner. The business partner is offering Benjamin some advice about his future. And that future, as predicted in 1967 is plastics. [I'll go on here how the overuse & over-manufacturing of plastics does not help the earth and introduce specific things I want to discuss in this speech.]
2. Establish the Need. Here is where I'll explain the terrible consequences of a world-community that does not recycle, the effects of not recycling, ever.
3. Satisfy the need. Here is where I'll use statistical evidence that recycling is good and needed.
4. Visualize the result. I'll set the stage for a recycle, reuse, reduce world where we recycle everything, and how that would effect everyone in the room. I will bring in a few items which will illustrate recycling projects (aluminum can vs plastic bottle, cloth grocery bags vs plastic, books vs ebooks, junk mail, etc).
5. Call For Action. I'll remind the audience of all the evidence I'd already given for recycling, including referencing the particular things that everyone in the room can do to recycle, today.

Topical pattern is used when I want to persuade the audience to do, think, or believe in a certain way, and I have so many reasons for it. Three items in the topical are the minimum. For this style, I'll attempt to persuade the audience to recycle by offering them good reasons that are relatively unrelated.

1. Attention Step. Here, I'll list some amazing facts on how much recycle-able materials end up in landfills every day compared with how much is actually recycled in a day. Amazing info on how many times a mere aluminum soda can could be recycled, etc.
2. Establish your idea. Describe the recycling movement's history. Set up recycling as a great idea.
3. Explain/describe topics. Offer four reasons that the audience should recycle. a. extending the planet's life b. resourcefulness feeling (like mcguyver) c. makes good common sense (to not waste) d. it's necessary, due to our current state of overpopulation. ** in all of these, I'll discuss why they are good reasons, not just list them.
4. Review Topics. Here I'll remind the audience of the historical need for recycling and offer some encouragement to recycle.

The **comparative pattern** is used when there are more than one possible answer/idea/solution to a situation, and the speaker wishes to promote only one of them. Under the recycling topic, I will offer a comparison of two ideologies: agrarian & industrial. Then, I will offer the ways in which the audience, in present day situation can benefit from agrarian understandings.

1. Attention Step. Close your eyes and imagine earth as a planet that never stopped growing and the inhabitants all worked together to nurture it. Imagine a planet that did not suffer from global warming, flooding, etc... imagine that planet is where you live. Etc.

2. Introduce the phenomena. Here is where I briefly explain both agrarian and industrial societies.
3. Describe the two/three differences a. capitalism influences in industrial society b. relationship to resources c. global power
4. Review. Here is where I'll highlight again, as a review, the differences. A handout with a chart of the differences would probably be useful for the audience, or possibly on the board.
5. Describe/Make judgment. This will most likely blend in with the review as I highlight the differences. The **problem solution** pattern will be most effective when the speaker identifies a problem to which he/she has a solution. For the recycle topic, I will offer recycling as a solution to the landfill problem that is plaguing the world.

1. Attention Step. For this, I may start with a personal story of how/why I started a compost pile at home, and how that has changed me. With this small narrative, I'll build up toward the landfill I pass by every time I drive into St. Louis on 55 and how that makes me feel.
2. Describe/Explain problem. Using cited sources, I'll illustrate the facts/ figures of a. how much land is used for landfills b. ills of landfills c. what types of products are in landfills d. how many people are employed by landfills (with the understanding that there's enough workforce to be useful in doing other things with the waste) e. illustrate that we can work toward eliminating the waste that fills the landfills
3. Offer your solution. Here is where recycling stuff comes in. In this section, I'll list items that can be used, reused, reduced, recycled. I will illustrate that we are responsible for our landfills, and we can be responsible for stopping landfill problems.
4. Review. Here, I'll review the nastiness of landfills, and what we can do to prevent it.

The **cause-effect or effect- cause pattern** is useful when the speaker wishes to highlight a phenomena and point out its' effects or causes. After the cause or effect is identifies (which is usually negative, but not always) the speaker offers how it can be eliminated. [In this example, it will seem very similar to the problem-solution.]

1. Attention Step. Here, I'll use a powerful list of awful tragedies that cannot be prevented: Cancer, car accidents, terrorist attacks, etc. Then talk about what can be prevented: landfills.
2. Introduce situation. Over-full landfills. Here to illustrate that landfills are a problem, I'll briefly discuss the history of landfills, how many/much landfills we have, what kinds of things are found in landfills, why we think we need them, etc.
3. Offer claim of cause-effect or effect-cause. For this speech, I claim that landfills are an effect with two causes: overpopulation and lack of recycling. To support this claim, I'll offer evidence of the connection between overpopulation & waste, lack of recycling of that waste.
4. Review. Summarize your argument. My argument is that landfills are bad. Overpopulation and lack of recycling are the causes of the bad landfill. In order to reduce landfills we must recycle our waste, etc.

The **refutation pattern** is useful when the speaker wishes to address specific arguments in order to demystify the opposing beliefs. For this pattern, I'll address four reasons to recycle (or not to recycle).

1. Attention Step.
2. State the problem or issue. Here, I'll discuss briefly the history of recycling, and why we need it. I will pull from other sources to support my beliefs.
3. Prove your thesis. Here, I'll review all the reasons that recycling is necessary in order to maintain the planet.
4. Present the other side of the issue. This is the key to the refutation. I'll pick a few arguments against recycling, and offer a response to each:
a. the planet is going to fall apart anyway, why should I care?
b. It won't happen in my lifetime... why should I recycle?
c. It's a burden; I'm way too busy in my life to bother with the planet's problems.
d. My actions won't make enough difference. For each of these arguments, I'll prove that recycling is, indeed, necessary, easy and worthwhile.
5. Reinforce the thesis. Here is where I recap the reasons for recycling. I might offer, time permitting, ways to recycle [aluminum vs plastic].

Citation Assignment

DO NOT USE ONLINE CITATION GENERATORS, THE BUTTON ON THE LIBRARY WEBSITE, OR MS WORD. THEY ARE NOT YET UPDATED AND THEY WILL BE WRONG. LEARN HOW TO DO THIS. COLLEGE STUDENTS NEED TO KNOW HOW TO DO THIS.

The purpose of the CITATION assignment is for you to demonstrate that you understand how MLA or APA style works.

For this class, either APA or MLA format is expected for all sources used in speeches. For this assignment, you will submit a MLA Works Cited or APA References page with 6 examples:

1. Your favorite book. (if you don't have a favorite book, pretend)
2. Book that was published in your birth year.
3. A magazine article.
4. A website.
5. A scholarly research journal article. (this means you must go to the library)
6. Your favorite movie.

Note, for this assignment, you will assume that all of these items are supporting the same document and should be ordered as one page, in alphabetical order. My expectation is that you will have six items in a list, alphabetized. Do not number them or label them as, "my favorite book," etc. This should look like what is on the end of any research paper or article.

Citing in a public speech is rather simple. So simple, there is no reason not to do it.

If you use ideas, words, phrases that are not your own, you should cite it. To do so, simply use the phrase, "According to..." or "As _____ writes, ..." and you have cited correctly.

For example, should I use an idea from Robert Pirsig's *Zen and the Art of Motorcycle Maintenance*, I would simply say this in my speech:

As Pirsig writes, "The place to improve the world is in one's own heart and head and hands, and then work outward from there."

Or here's an example of how I might set up another example from Pirsig:

We should pay attention to how we spend our days, as time quickly escapes us. According to Pirsig, "We're in such a hurry most of the time we never get much chance to talk. The result is a kind of endless day-to-day shallowness, a monotony that leaves a person wondering years later where all the time went and sorry that it's all gone."

And, at the end of my outline, I would add Pirsig's book to the works cited page.

Example MLA Assignment

- Fight Club*. David Fincher, Director. Edward Norton, Brad Pitt, Helena Bohnam Carter, Performers. Fox 2000 Pictures, 1999.
- Kerouac, Jack. *On the Road*. Viking P, 1957.
- Pirsig, Robert. *Zen and the Art of Motorcycle Maintenance*. William Morrow, 1974.
- Van der Kamp, John, and Rouwen Cañnal-Bruland. "Kissing Right? On the Consistency of the Head-Turning Bias in Kissing." *Laterality*, vol. 16, no. 3, 2011, pp. 257-267.
- Wilder, Forrest. "When Climate Disaster Hits Home." *Greenpeace*. Feb 5, 2016. Greenpeace.org/usa/stories/climate-disaster-hits-home.
- Windolf, Jim. "Well, That was a Hell of a Ride." *Vanity Fair*. June 2014, pp. 90-95, 146-148.

Example APA Assignment

- Bell, R. G. (Producer), Fincher, D. (Director). (1999). *Fight Club*. [Motion Picture]. USA: Blue Sky Studios.
- Kerouac, J. (1957). *On the Road*. New York: Viking Press.
- Pirsig, R. (1974). *Zen and the Art of Motorcycle Maintenance*. New York: William Morrow.
- Ringle, W. & Kerr, B. (2014) *Modern Quilt Studio*. Retrieved January 26, 2015, from <http://www.modernquiltstudio.com>
- Van der Kamp, J., & Cañnal-Bruland, R. (2011). Kissing right? On the consistency of the head-turning bias in kissing. *Laterality*, 16.3, pp 257-267.
- Windolf, J. (2014). Well, that was a hell of a ride. *Vanity Fair*, June, pp. 90-95, 146-148.

MLA

In text: Always attribute the source of your information, if it was not your idea. It is very simple to do!

Simply write: According to ___ (author last name), "The direct quotation you use" (25). [use the actual page number where the information came from, but do not use a comma or "p." or "pp." in the paper]

For example: The children would sometimes spy and turn in their parents into the police. "It was almost normal for people over thirty to be frightened of their own children" (Orwell 27).

Another option: The children would sometimes spy and turn their parents into the police. Orwell writes, "It was almost normal for people over thirty to be frightened of their own children" (27).

In speeches: Orwell writes about children turning in their parents to the police. "It was almost normal for people over thirty to be frightened of their own children."

Orwell, George. *Nineteen Eighty-four*. Everyman's Library, 1992.

MLA Order Author. Title of source. Title of container, Other contributors, Version, Number, Publisher, Publication date, Location.

Book

_____, _____. _____. _____, _____.
Authorlast, Authorfirst. *Title of Book*. Publishing company, YEAR.

Magazine

_____, _____. "_____" _____, _____, p. _____.
Authorlast, Authorfirst. "Title of Article." *Title of Magazine*, issue or month, p. or pp. ____.

Academic Journal Article

_____, _____, _____. "_____" _____, vol. __, no. __, __, p. __.
Authorlast, Author first, Author2FirstLast. "Title of Article." *Title of Journal*, vol. __, no. __, year, pp. __.

Newspaper

_____, _____. "_____" *Title of paper in italics*, _____, _____, p. _____.
Authorlast, Authorfirst. "Title of Article." *Title of Newspaper*, Mon, YEAR, p. or pp. ____.

Film

_____. _____, Director. __, __, __, Performers. _____, _____.
Title of film. _____, Director. _____, _____, _____, Performers. Company Responsible, YEAR.

Website

_____, _____. "_____" _____, _____, _____.
Authorlast, Authorfirst. "Title of page you're using." *Company*, Date, website starting after www.

APA

In text

End punctuation always goes inside the quotation mark

Example: "Say my name!" Walter White demanded of Declan.

When referencing works within your paper:

Use the author-date method. Author's last name and the year published in parentheses.

Example: Hoff (1982) explores Taoism through the eyes of Winnie the Pooh.

When referencing works within your paper with multiple authors:

Strunk and White (1999) suggest always using the Oxford comma, which is the comma before the word and in a list.

Direct quotations in your paper

Use author-date-page number for all direct quotations.

Note: if you use the author(s)' name(s), put the date in parentheses after. At the end of any quotation, put the page number in parentheses.

Example:

Hoff (1982) theorizes that clever plans will always fail because, "Cleverness, after all, has its limitations" (p. 37).

Or, you may choose to put the name, date, and page numbers in parentheses at the end of the quotation.

Example:

Change can be difficult. "That doesn't mean that we need to stop changing and improving. It just means that we need to recognize What's There" (Hoff, 1982, p. 43).

Direct Quotations of more than 40 words are single-spaced, indented.

Example:

Your regular text will be going along normally, with double-spacing and correct English grammar. Once you get into a place where you have a quotation of more than forty words, block it. Blocking includes indenting and labeling it correctly at the end. Also note, quotation marks are not needed for blocked quotes. The act of indenting the entire passage tells your readers that it's a quotation. To illustrate block quoting, I offer Hoff's, *The Tao of Pooh*.

And if Clever Rabbit doesn't quite have what it takes, Abrasive Eeyore certainly doesn't either. Why not? Because of what we would call the Eeyore Attitude. You might say that while Rabbit's little routine is that of Knowledge for the sake of Being Clever, and while Owl's is that of Knowledge for the sake of Appearing Wise, Eeyore's is Knowledge for the sake of Complaining About Something. (p.15)

Crediting your sources

General reference form for books:

Author, A. A. (YEAR). *Title of work*. Location: Publisher.

Author, A. A., Author, B. B., & Author, C. C. (YEAR). *Title of work*. Location: Publisher.

Examples:

Hoff, B. (1982). *The Tao of Pooh*. New York: Penguin.

Strunk, W., White, E.B. (1999). *The Elements of Style*. New York: Longman.

General reference form for periodicals (magazines and academic journals)

Author, A. A., Author, B. B., & Author, C. C. (YEAR). Title of Article. *Title of Periodical*, xx, pp-pp.

Example:

Rowland, A., & Simonson, P. (2014). The founding mothers of communication research: Toward a history of a gendered assemblage. *Critical Studies in Media Communication*, 31.1, 3-26.

Smyth, A. M., Parker, A. L., & Pease, D. L. (2002). A study of enjoyment of peas. *Journal of Abnormal Eating*, 8(3), 120-125. Retrieved from <http://www.articlehomepage.com/full/url/>

Tirrito, S. (2015). A second chance at love. *Four States Living, January*. 43-44.

General reference form for newspaper

Author, A. A. (YEAR, Month day). Title of article. *Title of Newspaper*, pp A1, A4.

Online newspaper article: Instead of page numbers, add the webaddress

Author, A. A. (YEAR, Month day). Title of article. *Title of Newspaper*. Retrieved from <http://www.xxxxxx...>

Examples

Bruce, J. (2014, December 11). Hybrid courses an option for students. *The TC News*, pp A1, A2.

Konnikova, M. (2014, June 2). What's lost as handwriting fades. *The New York Times*. Retrieved at <http://www.nytimes.com/2014/06/03/science/whats-lost-as-handwriting-fades.html>

General reference form for motion pictures

Producer, A. A. (Producer), & Director, B. B. (Director). (YEAR). *Title of motion picture*. [Motion Picture].

Country of Origin: Studio.

Example:

Bower, N. (Producer), & DuVernay, A. (Director). (2014). *Selma*. [Motion Picture]. USA: New Millenium Studios.

General reference form for websites

Author, A. A. & Author B. B. (Date of publication). *Title of document*. Retrieved Month Day, YEAR, from <http://www...>

Example:

The Importance of Teaching Handwriting in the 21st Century. (2012). Retrieved January 26, 2015, from <https://www.zaner-bloser.com/news/importance-teaching-handwriting-21st-century>

NOTE: In APA, all sources in your References section should be alphabetized (by left margin), double spaced, hanging indent. Something should be italicized in every entry.

APA

Book-----

Author. (year). *Title*. Publication City: Publication Company.

_____, __. (year). _____. _____. _____.

Author last, author first initial. (Year in parenthesis). *Title in italics*. Publication city: publication co.
If more than one author:

_____, __., & _____, __. Then continue with the book info.

Last name, first initial., & 2ndAu Lastname, first initial

Magazine-----

Author. (Year, Mon). Title of article. *Title of magazine*, Vol (issue), p-p.

_____, __. (year, mon) _____. _____, ____ (issue), __-__.

Author last, first initial. (Year, month) Article title *Magazine Title* volume # (issue no), page number range.

Newspaper-----

Author. (Year, Month DD). Title of article. *Title of Newspaper*, p. or pp. #.

_____, __. (____, __ __) _____. _____, p. or pp. ____.

Author last, Au first initial. (Year, month day) Title of article. *Title of newspaper*, [p. for one pg, pp for more]. Page range.

Film-----

Producer name. (Producer), & Director name. (Director). (Year). *Title of film* [Motion Picture].
Country of origin: Studio.

_____, __. (Producer)____, __. (Director). (____). ____ [Motion Picture]. ____: ____.

Producer name. (Producer) Director's name. (Director). Year. *Title of film* [Motion Picture]. Country: Studio.

Website-----

Author. (year, month dd). Article title. Retrieved from (insert http://...)

_____, __. (____, __ __). _____. Retrieved from ____

Au last name, First initial. (Year, month day). Article name. Retrieved from add <http://www...>

*if author is unknown, start with article title, then date, then Retrieved from.

Academic Research – Journal Article-----

Author. (Year). Article title. *Journal title*, Volume(Issue), pp page range.

_____, __. (year). _____. _____, __ (____), pp. __-__.

Au last, first initial. (Year) article title *title of journal* Vol(issue. #), pp. page range

Notes: All titles have the first word capitalized an any proper nouns (not every word). p. is used if it is one page. pp. is used if there are more than one page. do not use "Vol." or "issue" it is implied by how they are written as numbers: 25(4).

LIBRARY

The objective of this assignment is for you to become familiar with Palmer Library and the types of materials it offers. Upon completion of this assignment, you should understand the different types of holdings the building has in comparison to the website. You should be able to find materials for a particular topic, and you should know how to cite them in your citations page (MLA or APA). Please note: This is not a test for the librarians!

Answer these questions on a separate page.

1. What are the library's hours?
2. What do you need in order to print at the library? How about on campus?
3. What kinds of sources can you get from the library?
4. What is the difference between Google and the library database?
5. What is unique about a newspaper?
6. What is unique about a magazine?
7. What is unique about an academic journal?
8. What is unique about a book?
9. What should you use to decide if a source is credible?
10. How would you find a book?
11. Where are academic journal articles found?
12. What are the sections of an academic journal article?
13. Choose a topic to search (smart choice – a topic you might need later in class).
Search for a book. Did you find one? What is it? (title, author, call number)
14. Same topic. Find a newspaper article. What is it? (Title, author, newspaper, date)
15. Same topic. Find a magazine article. What is it? (Title, author, magazine, date)
16. Same topic. Find an academic journal article. What is it? (title, author, journal, date) (you'll use this for the questions below)

Instructions: How to read an article.

Academic research journal articles are available in the library for your use. They can be helpful and yet daunting, if you do not know how they're structured.

Most social-science and almost all physical-science articles offer these sections within their writing:

Abstract – a brief summary of the entire article. Usually in very terse, academic language

Introduction – begins with a broad statement and sets up the paper

Literature Review - the author demonstrates, through citing other sources, that there is a reason for *this* research being presented in the current article

Methods – provides a detailed description of how the study was conducted. This *asks* the question of the current research project, offered in this article.

Results – reporting of the data. This *answers* the question.

Discussion – description of how & why this study was significant, offers and evaluation and interpretation of the results.

References – alphabetical (typically) of the sources from previous authors used in the literature review. This is sometimes in MLA, APA, or another style.

Research article activity assignment.

1. How many authors wrote the article?
2. What are their names? Keep them in order.
3. What is the title of the ARTICLE?
4. What is the title of the JOURNAL?
5. What is the issue and/or volume number?
6. What are the page numbers of this article?
7. How many references are used?
8. Read the literature review section until you find a citation. How did you know it was a citation? How is it indicated? Can you find the title of the citation in the reference section? What is it?
9. What is the main question of this research article?
10. How many sections are in the article? Are they listed above?
11. Create a citation (either MLA or APA) for this research article.
12. Find a sentence in the article that you think is interesting. Imagine that you were going to use this sentence in a speech.... Write out a few sentences you would use in your speech before using this quotation, set up the quotation with "According to..." and then write the quoted sentence.

LIBRARY INSTRUCTIONS!

To find a book

- I. Go to library website.
- II. Select Online Catalog
- III. Search by Keyword, Title, or Author

To find an eBook

- I. Go to Library website
- II. Select guides and tutorials
- III. Select the eBook library guide
- IV. Search by Keyword, Title, or Author

To find a newspaper article

- I. Go to Library website
- II. Select guides and tutorials
- III. Select speech and communication library guide
- IV. Under "Getting started" select Newspaper source

To find a magazine article

- I. Go to Library website
- II. Select guides and tutorials
- III. Select speech and communication library guide
- IV. Under "suggested databases" tab, select "Academic Search Complete"
- V. Log in with your myTC credentials
- VI. Use the search box – type in your topic
- VII. When search results appear, on left column, click on Magazines
- VIII. Your results should be magazines only

To find an scholarly academic research journal article

- I. Go to Library website
- II. Select guides and tutorials
- III. Select speech and communication library guide
- IV. Under "suggested databases" tab, select, "Academic Search Complete"
- V. Log in with your myTC credentials
- VI. Use the search box – type in your topic, then click the box for both "full text" and "scholarly (peer reviewed) journals"
- VII. Your results should be full text, scholarly journal article

TED TALK CRITIQUE

STEP 1: Go to www.ted.com/talks and look around. Find a few speeches that you find interesting and be prepared to report to the class about why you find it interesting. This means, you must watch them!!

STEP 2: List in the TED Talk forum the speeches you watched, what you thought about them.

STEP 3: Review what other students watched.

STEP 4: Select one of the videos another student initially described and critique it as if it were a speech in our class.

Your Step 2: In the forum, be sure to have the full link of the video and a one-paragraph description of what you thought, if you'd recommend it, what was great about it. Then ONE sentence about the content. This is not to be a full critique, just a recommendation to your classmates.

Your Step 4: This is the full critique. Here's what it should look like:

My classmate, (classmate's name), suggested watching TEDTALK TITLE by TEDTALK SPEAKER because – (discuss what in that student's description interested you).

Having seen the speech, I (agree or disagree) with my classmate (why).

The speaker did these things well:

 Create the list of things the speaker did well.

Then describe in detail the things the speaker did well – by linking those things with something in the textbook.

I would have like to seen the speaker do these things:

 Create the list of things the speaker should do better.

Then describe in detail the things the speaker should improve and offer suggestions on what it would look like if he/she had followed your suggestions – link these things with the textbook.

Evaluate the speech further. You do not need to summarize the speech.

[IDEAS: Did he/she show signs of nervousness? What kinds of visual aids did the speaker use? Could you follow the ideas presented?]

Overall, this speech _____ and I believe _____.

I would recommend this speech to someone who

Famous speech Oral Report

For this speech, you will discuss a famous speech from history.

To find one, visit one of these websites:

<http://www.speeches-usa.com/>

<http://www.historyplace.com/speeches/previous.htm>

<http://www.famous-speeches-and-speech-topics.info/famous-speeches-by-women/>

http://www.emersonkent.com/famous_speeches_in_history.htm

<http://thespeechsite.com/en/famous.shtml>

Select one that speaks to you. You'll spend some time with this, so pick one that you enjoy. It is my hope that you select a quality speech.

Once you've selected a speech – be sure to have a conversation with the instructor about it.

Spend some time with this speech. Read it. Read it aloud. Ask another person to read it aloud to you.

Look up all the words you don't know. Look it up on the Internet. Did you find the video of the original delivery? Look it up in the library's databases. What do you find? (and, be sure to cite these as sources!)

Now, dissect this speech! What does it mean? Was it important? How does it make you feel as a listener?

For your oral report, I expect you to discuss these things – but they do not have to be in this order. Let your speech guide you.

Introduction:

Who is the speaker? What is the occasion? What is the date? Offer some background about what the speech is referring to – summarize the main points a little bit.

Thesis statement of YOUR report: what is the main purpose of this speech, and was the purpose met?

Analyze:

Who was the audience?

Was anyone addressed directly in the speech?

Would you imagine yourself in the audience?

What was the main message?

What were the minor messages?

Did these messages come through well?

What was the emotion of the speech?

What kind of language was used?

How was the speech organized?

If you were able to see the video of the speech, how was it delivered? Notice anything?

Connect to our present class:

As an audience member, what was your reaction?

As new speakers, what can we learn from this?

Did anything from the textbook show up in this speech?

You must have an audience of 5 live adults. You must be standing. Check the quality of your speech video before posting. Are you right-side-up? Can your voice be heard?

You will earn a 0% on this speech if you read it to us.

What Society Needs Speech

For this speech, you'll consider what you believe society needs in order to be improved. This speech can take a number of paths, but a great speech will be something you feel passionate about. Be sure to check the prohibited speech list for this one!

Perhaps you believe that our society need conscription (required time in military for all citizens). What do you already know or believe about conscription? What is already published about conscription? Do those published things support your ideas? How would our society go about implementing it? To prepare, perhaps consider using a pro-con list. What would be some draw-backs to it?

Be sure to submit an outline – and it be the outline that you use for the speech. Reading your speech will earn you a 0%.

Informative speech will pull together many of the details we've been working on all semester.

You will have a few separate grades for the informative speech:

ALL OF THESE ITEMS SHOULD BE UPLOADED TO THE INFORMATIVE SPEECH FORUM

Article Summary

Outline

Powerpoint

Speech

** A special note - if you choose to read your speech, you will earn a zero for ALL components of the informative speech. *Do not read your speech!*

The next few assignments are all part of the informative speech.

Article Summary

The purpose of this assignment is to give you an opportunity to spend some time with the research you've found on your Informative Speech topic, find out what experts are working on within the topic, and share that with the audience. For this assignment, you'll discuss your **three academic articles**. (ACADEMIC ARTICLES ARE NOT ON THE INTERNET, THEY ARE NOT MAGAZINE ARTICLES) What is the main argument of the article? What does the author demonstrate is important in this article? How would you summarize his/her/their ideas? Do you agree with these ideas? How are the three articles related? Are there commonalities among them? I expect that the experts will have somewhat differing views on the issue - or make different arguments. You will be graded on your organization, clarity of presentation, completeness of the criteria according to which you narrow and organize, the specificity of the evidence you provide to support your claims, and length.

Because this is the topic of your Informative Speech, this topic must be approved by the instructor. You will not deliver your informative speech if your topic is not approved; this approval affects the Article Summary Assignment.

I expect the format of this paper to be something similar to this:

My speech is over _____. I chose these three articles: author name 1, author name 2, author name 3, to better understand these ideas: _____.

Article 1, written by author name 1, (summary)

Article 2, written by author name 2, (summary)

Article 3, written by author name 3 (summary)

Together, I better understand _____ because _____.

Works Cited (MLA) or REFERENCES (APA)
Alphabetical listing, in MLA or APA format, of the three articles.

NOTES on the article summary:

- Make sure you know what an academic article looks like.
- These articles are not websites or magazine articles.
- These articles should help you better understand something about your topic.

Informative Speech Outline and Citations

This should be THE outline you take to the podium when you deliver your speech. Turning this in a week before your speech will hopefully encourage you to spend the week practicing your speech!

PowerPoint for Informative Speech

Please note – this is tricky to present on video. If you’re not able to include it as part of your presentation, still do the assignment. The best method is to turn it into a video and upload it to YouTube. You can then submit that YouTube link in our class website, along with the link to your speech.

The informative speech requires an accompanying PowerPoint presentation. Be sure to review chapter 11 in the textbook that suggest ideas for an appropriate PowerPoint visual aid. Some general guidelines:

- subtle background, never red or black (they’re too harsh on the big screen)
- as few words on the screen as possible (too many words will either encourage the speaker to read them or distract the audience from the speaker’s words)
- you should not have a works cited page on your slideshow (no one will have enough time to look at it)
- My expectation is that this visual aid will help your audience understand your speech and not detract from your message.
- I want each student and his/her speech to have a complementary visual aid. I would consider any less than 7 slides unacceptable.... That said, don’t add “fluff” slides.

SPECIAL NOTE: As part of the goals for this class, I’d like every student to have had the experience of creating a PowerPoint presentation that supports his/her speech. Due to the constraints of an online course, I understand that you may not have the ability to display your PowerPoint for the video. That is ok. You must still create the PowerPoint document! Just submit as a YouTube video when it’s due. It will be too big for our class website as a PPT file.

INFORMATIVE SPEECH - 6-7 minutes

You have already selected a topic, turned in your outline, and summarized three articles within this topic. For this assignment, you must select a substantive/academic subject in which your controlling purpose is to inform your audience (in contrast to persuade or entertain). The instructor must approve the topic. **It should be of academic interest to the audience, a subject about which we need to be informed, and the level of information should be appropriate to an audience of college student.** Feel free to pick a topic within your major for this speech. **You are required to use a PowerPoint presentation for this speech.** You must cite aloud at least three legitimate sources in your speech. [This does not mean read them at the end, like a reference list - it means to say, “According to Smith, “....” during your speech]. You must turn in your typed outline and PowerPoint file before you speak. You must use extemporaneous mode of delivery. **You will earn a 0% on this speech if you read it to us.** I suggest spending a considerable amount of time rehearsing this speech. You will be graded on your introduction, conclusion, and transitions. **You must have your topic approved by the instructor. You will not deliver this speech without an approved topic.**

Critiques - Critiquing a classmate’s speech

For this class, you will be expected to evaluate your classmate’s speeches.

Purpose: 1. to critically reflect on our work. 2. to learn how to participate in scholarly conversation about our work. 3. receive polished feedback regarding our performances. After your assigned speaker delivers his/her speech and takes his/her seat, think about how it went. What did he/she do well? What did he/she not do well? How can he/she improve? How did you as an audience member react to the speech? Did anything the speaker did remind you of concepts from

the textbook? You will be graded on how well you articulate your evaluation of the speech, and integrate concepts from the textbook.

A solid evaluation of another's speech will look like this: What did the person do well and why? Give detailed examples (proof) to support your opinions. What did the person not do well? Give detailed examples (proof) to support your opinions. Your paper should not include a summary of the speech.

Example: Jamie's introduction was good, but not perfect. The textbook, in chapter 8, states that an introduction should do 4 things: (P 174): gain attention, build credibility, relate to audience, and introduce topic/preview the speech. He got our attention well by describing a story about a snowstorm's damage throughout a city. Unfortunately, he did not offer a preview of the rest of the speech or give us some road signs throughout the speech so we would know what to expect next. To improve his introduction, a few statements like, "All regions have unique weather and disasters can strike anywhere. Preparing for earthquakes, tornados, snow & ice, and hurricanes is important for all communities." would have helped the audience better know what to expect in the speech. His main points were about earthquakes, tornados, snow & ice, and hurricanes - so in-between each of those sections, he needed to give us better transitions, such as: "Earthquakes, while occur mostly on fault lines, tornados can occur throughout the central in-land states...."

YouTube Stranger Critique

Find a student-level speech on YouTube (they're out there) that is less than 10 minutes long. In the appropriate discussion forum on our class website, submit the link to the speech and upload your one-page single-spaced critique of it. This critique should be as caring, thoughtful, and helpful as a critique of your own classmate. Think about how you received the speech. What did the speaker do well? What could the speaker improve? Did the speaker have any odd mannerisms? Were there visual aids? How did they improve/detract from the message? Could you follow the speaker's argument? Did the speaker stay on track?

TEXTBOOK NOTE -

For this class, either edition of the textbook is fine. There aren't a lot of changes, but there are some. One major change is that the chapters were a little re-ordered. All of the syllabus is based on the newest version. Here are the chapters within each tab -

Tab 1

1. Overview of Public Speaking
2. Getting to know your audience and situation
3. Selecting your topic and purpose

Tab 2

4. locating support materials
5. selecting and testing support materials

Tab 3

6. outlining your speech
7. organizing the body of your speech
8. introducing and concluding your speech

Tab 4

9. using language successfully
10. delivering your speech
11. using presentation aids

Tab 5

18. listening
19. evaluating speeches

Tab 6

20. The informative speech

Tab 7

21. Tools for persuading
22. the persuasive speech

Tab 8

23. speeches for special occasions

Suggested topics

Something related to your major
Oppenheimer
Historical role/evolution of gangs
Halliburton's success
Why do labor unions exist?
The first amendment
Mother Jones (Mary Harris Jones)
The Labor Union
The Chicano Movement
Suffrage
The Bracero Program
Second-Wave Feminism
Vatican II
NAFTA
Racism & Anti-Racism laws
Hedge funds
Costs of War (financial, human)
Rosie the Riveter
The Cold War
Lesser-known presidents
Trail of Tears
How technology shapes relationships
Student Loan Crisis
Chicago Fires
Elizabeth Caty Stanton
RICO laws
Privacy (technological)
HIPAA
PeaceCorps
Americorp
Greenpeace
Evolution of activism
Rhetoricians
Rhetorical theory
Human trafficking
Gentrification
BP Oil Spill and aftermath
Cuban Missile Crisis
What do our taxes provide?
Dick Cheney's career
First female speaker of the house
Homeland Security - goals and limitations
Future of education
Exxon oil spill
Tylenol Crisis

Nestle boycott
Montgomery Bus Boycott
Civil Rights Movement
Little Rock 9
Internment Camps from WWII
Obamacare
Research a company you'd like to work for
Who was Mary Surratt?
Watergate
Supreme Court Justices
Prohibition
Nobel Peace Prize winners
Mandela's legacy
Any influential artist
(avoid Hollywood/athletes)
Homelessness
Standardized testing
Poverty
Any communication theory
Impact of big chains on small businesses
How a site becomes a national monument or historical monument
Architectural design
Cave drawings - where found, what we learned from them
Ground water pollution
Illiteracy
Does importing labor help or hurt our country?
Who benefits from outsourcing? Does anyone suffer?
Hate speech
Book banning
Refugees