

**Public Speaking SPCH**  
1315  
Section 152  
ONLINE

Instructor: Macee Franco – mfranco@southplainscollege.edu  
Office: Online via Blackboard Collaborate / ZOOM  
Office hours: By appointment: online via Blackboard Collaborate / ZOOM

**Department:** Communication Department

**Discipline:** Communication Studies

**Credit:** 3 hours lecture  
This course satisfies a core curriculum requirement in Speech

**Prerequisites:** There are no prerequisites for this course.

**Available Formats:** conventional, hybrid, online and ITV

**Campus:** Levelland

**Textbook:**  
From Entry Level to Executive: All Communication Counts, Janine Fox & Kelley Finley *with*  
**Top Hat** access \*See Textbook information in your syllabus.\*

**Supplies:**

1. Text access through Top Hat
2. Access to Blackboard, Top Hat and One Drive– we will **all** of these platforms.
3. Access to a computer for all assignments

**Course Description:** Application of communication theory and practice to the public speaking context, with emphasis on audience analysis, speaker delivery, ethics of communication, cultural diversity, and speech organizational techniques to develop students' speaking abilities, as well as ability to effectively evaluate oral presentations.

**This course partially satisfies Core Curriculum Requirement: Institutional Foundational Component Area (090)**

**Texas Higher Education Coordinating Board Core Objectives addressed:**

- **Communication Skills** – to include effective written, oral, aural and visual communication
- **Critical Thinking Skills** – to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information

- **Teamwork Skills** – to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
- **Personal Responsibility** – to include the ability to connect choices, actions, and consequences to ethical decision-making
- **Social Responsibility** – to include intercultural competency, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

**Learning Outcomes:** Upon successful completion of this course, students will:

- Demonstrate an understanding of the foundational models of communication.
- Apply elements of audience analysis.
- Demonstrate ethical speaking and listening skills by analyzing presentations for evidence and logic.
- Research, develop and deliver extemporaneous speeches with effective verbal and nonverbal techniques.
- Demonstrate effective usage of technology when researching and/or presenting speeches.
- Identify how culture, ethnicity and gender influence communication.
- Develop proficiency in presenting a variety of speeches as an individual or group (e.g. narrative, informative or persuasive).

### **Course Requirements:**

1. You will be tested on online lecture/discussion materials on scheduled quizzes.
2. To take thorough notes, study all lecture material, informational handouts, and assigned readings, and work/prepare in a language understood by instructor and class (English).
3. To actively participate in online discussions and the online course.
4. To show maturity and professionalism in preparation of assignments and in online behavior. (*Disruptive/inappropriate behavior may result in being dropped from class.*)
5. To show courteousness to fellow classmates.
6. To communicate with instructor whenever assistance is needed re: class assignments.
7. To appropriately cite information obtained from other sources.
8. To initiate withdrawal from the course if absences become excessive.
9. Students cannot pass the course and should drop if missing multiple major grades.

**Academic Honesty:** It is my expectation and the institution's that appropriate citation and documentation is given for materials and information obtained from other sources. Cases of plagiarism will be treated, as will any case of academic dishonesty, with *at least* a failing grade for the assignment/examination. See the **SPC Student Handbook** for more information. **Student Code of Conduct Policy:** Any successful learning experience requires mutual respect on the part of the student and the instructor. Neither instructor nor student should be subject to others' behavior that is rude, disruptive, intimidating, aggressive, or demeaning. Student conduct that disrupts the learning process or is deemed disrespectful or threatening shall not be tolerated and may lead to disciplinary action and/or removal from class.

For information regarding official South Plains College statements about diversity, disabilities, non-discrimination, Title V Pregnancy Accommodations, and Campus Concealed Carry, please visit: <https://www.southplainscollege.edu/syllabusstatements/>.

**Covid-19 Policy Statement:** For information and resources about COVID-19, please visit <https://www.southplainscollege.edu/emergency/covid19-faq.php#>.

**Assessment and Grading:** This department supports university policies of academic excellence as noted in the student handbook. Interpretation of grades should be considered within the university framework: A=excellent, B=good; C=average; D=inferior; and F=failure.

Grades will be calculated based on the amount of points students earn & will be interpreted as: A=900-1000, B=800-899, C=700-799, D=600-699, F=599 and below (for points...you may use percentages if you wish).

Major Speech Assignments - 4 speeches or 40%

Exams/Daily Grades/Other - 60%

**- Late work is not accepted unless there is an extenuating circumstance or you have a doctor's note.**

### **Speech Topic Policy:**

- Speech topics must be **appropriate** for a classroom setting. Speeches that encourage audience members to participate in illegal and/or unethical actions are not acceptable. All topics **MUST** be approved by your instructor in advance of speech day. Any student who begins a speech on an unapproved or inappropriate topic will receive a zero. You will receive an email from me if your topic is unapproved.

### **E-mail Policy:**

- You are responsible for checking your South Plains email account regularly for updates about assignments and other information. It is a good idea to check your email daily to be aware of such information.
- I will respond to emails within 24 hours of receipt during business days. If you e-mail on Friday you may not receive a response until Monday. If you email me with a question at 10:00 am about an assignment due at 12:00 pm that day, I will likely not have time to respond with an answer before turn-in time. Plan ahead!

### **Textbook Information:**

From Entry Level to Executive: All Communication Counts, Janine Fox & Kelley Finley *with* **Top Hat** access \* **Please purchase your book through the publisher- the book needs to be purchased directly through Top Hat.**

Please click on this link and then type in the join code:

<https://app.tophat.com/e/083578/content/course-work/item/1420556::1cc113bb-a9e9-48ff-881d-cccd40cde80>

**Top Hat Join Code: 083578**

## Assignment Descriptions

**IMPORTANT INFO:** Assignments that are due on Top Hat will have final grades posted on Blackboard. Assignments that are due on Blackboard, grades will be posted on Blackboard. Assignments that are due on One Drive grades will be posted on Blackboard. (I know this might seem confusing, but since we have to use different platforms, it is easier to address it this way, and submit grades this way!)

**Blackboard will have the correct & final information of all grades. Use Blackboard as your main source for grading clarification.**

### Speeches: ALL DUE ON ONE DRIVE

You will complete 4 **major** speeches plus an introduction speech in this class. ALL speeches **MUST** be classroom appropriate. There is **NO** exception to this rule. Speech topics **must** be appropriate for a classroom setting. Speeches that encourage audience members to participate in illegal and/or unethical actions are not acceptable. All topics **MUST** be approved by your instructor in advance of speech day. Any student who begins a speech on an unapproved or inappropriate topic will receive a **ZERO**.

- **Demonstration Speech:** You will deliver a **4** minute speech of demonstration.
- **Informative Speech:** You will deliver a **5** minute informative speech that is not a speech of demonstration.
- **Persuasive Speech:** You will deliver an **6** minute persuasive speech utilizing a claim of policy.
- **Special Occasion Speech:** You will deliver a **1-3** minute speech

**IMPORTANT:** **Your initial video posts are due no later than Friday evenings at midnight in order to give your classmates ample time to craft their feedback post.**

- It is vital for the participation part of this course that you respond to **2 classmates videos**. Your **feedback response** will involve responding to two classmate's original video, responding to any aspect of their video in a maximum of 250 words. Please remain respectful and considerate in your writing. This includes treating one another with civility and proofreading all posts before submitting them. Posts should be written in a formal (scholarly) manner (as opposed to conversational banter with emoticons, abbreviations, and slang that you would not otherwise use in an academic manuscript).

### Self Critiques: DUE ON TOP HAT

You will write a self-evaluation of your demonstration speech, informative speech and your persuasive speech. Assignment details will be in the weekly module.

### **Discussion Board Posts & Responses (2 in total): DUE on Blackboard**

You are assessed on the *quality* of your contributions, not just the *quantity* or *length* of what you say. Thus, your posts and responses should clearly demonstrate you have done the readings, critically analyzed them, and are helping facilitate a scholarly conversation amongst your classmates. Please see the process for this below:

(1) Your **original post** will involve a response to your professor's prompt (as well as a discussion-producing question you create. Your post in total should be no longer than 450 words and is **due no later than Friday evenings at midnight** in order to give your classmates ample time to craft their feedback post.

(2) Your **feedback post** will involve responding to one classmate's original post, responding to any aspect of their post or question in a maximum of 250 words. Please remain respectful and considerate in your writing. This includes treating one another with civility and proofreading all posts before submitting them. Posts should be written in a formal (scholarly) manner (as opposed to conversational banter with emoticons, abbreviations, and slang that you would not otherwise use in an academic manuscript). Feedback posts are due by Sunday at midnight.

### **Participation:**

Participation involves completing each of the assignments and responding to classmates. Also, turning in all work on time ensures ample participation. PLEASE NOTE: discussion board and video postings DUE dates in order for other students to respond to your videos and discussion boards. This plays a large role in participation in this class and that is how the participation grading will be assessed.

**Exams:** You will complete 10 quizzes during the semester at 20 points each that will cover chapter readings, and weekly assignments. These will be completed on Top Hat after you finish reading each chapter. Quizzes 11 & 12 will be counted toward the participation portion of this class.

**Communication Improvement Profile:** The purpose of this assignment is to evaluate your typical communication habits and to determine three specific communication improvement goals for the semester. This is due on Top Hat.

### **PRCA Submission:**

You will complete a communication apprehension analysis and post your results on the assignment submission link on Top Hat.

<b>Course Assignment</b>	<b>Maximum Points</b>	<b>Points I Earned</b>
<b>Speeches</b>	<b>620 Total</b>	
Impromptu/Introduction Speech	20	
How To Speech	50	
• How To Speech Self-Critique	20	
Informative Speech	120	
• Informative Speech Outlines	30	
• Informative Speech Self - Critique	30	
Persuasive Policy Speech	150	
• Persuasive Speech Outlines	50	
• Persuasive Speech Self - Critique	50	
Special Occasion Speech	80	
• Special Occasion Speech Outline	20	
<b>Quizzes</b>	<b>200 Total</b>	
• 10 quizzes @ 20 Points Each • Quizzes 11&12 will go towards participation points	200	
<b>Assignments and Activities</b>	<b>180 Total</b>	
Communication Improvement Profile	50	
Discussion Board Post	35	
Discussion Board Responses	30	
PRCA submission	35	
Participation	30	
	<b>1000 Possible Points</b>	

Day	Topic/Assignments Due	Readings
<b>Week 1 Module 1</b>		
1/12 – 1/18	Introduction and syllabus review Introduction Speeches <b>DUE</b> & uploaded on <b>One Drive</b>	Overview and purchase textbook w/ Top Hat Access ** purchase directly through Top Hat with the join code
<b>Week 2 Module 2: Chapter 1</b>		
1/19 – 1/25	Communication Improvement Profile <b>DUE</b> on <b>Top Hat</b> Quiz 1 <b>DUE</b> on <b>Top Hat</b>	Chapter 1
<b>Week 3 Module 3: Chapter 2</b>		
1/26 – 2/1	PRCA <b>DUE</b> on <b>Top Hat</b> Quiz 2 <b>DUE</b> on <b>Top Hat</b>	Chapter 2
<b>Week 4 Module 4: Chapter 3</b>		
2/2 – 2/8	Quiz 3 <b>DUE</b> on <b>Top Hat</b> How to Speech Topic Check <b>DUE</b> on <b>One Drive</b> “ <i>How to Speech Topic Check</i> ” <i>document</i>	Chapter 3
<b>Week 5 Module 5</b>		
2/9 – 2/15	How To Speech <b>DUE</b> & 2 responses <b>DUE</b> on <b>One Drive</b>	

Day	Topic/Assignments Due	Readings
<b>Week 6 Module 6: Chapter 4</b>		
2/16 – 2/22	How To Self-Critique <b>DUE on Top Hat</b> Quiz 4 <b>DUE on Top Hat</b>	Chapter 4
<b>Week 7 Module 7: Chapter 5</b>		
2/23 – 3/1	Quiz 5 <b>DUE on Top Hat</b>	Chapter 5
<b>Week 8 Module 8: Chapter 6</b>		
3/2– 3/8	Informative Speech Topic Check <b>DUE on One Drive</b> “ <i>Informative Speech Topic Check</i> ” document Quiz 6 <b>DUE on Top Hat</b>	Chapter 6
<b>Week 9 Module 9: Chapter 9</b>		
3/9 – 3/15	Informative Speech Outlines <b>DUE on Top Hat</b> Informative Speech & 2 Responses <b>DUE on One Drive</b>	
<b>Week 10 Module 10</b>		
3/16 – 3/22	<b>SPRING BREAK</b>	
<b>Week 11 Module 11: Chapter 7</b>		
3/23 – 3/29	Informative Speech Self Critique <b>DUE on Top Hat</b> Quiz 7 <b>DUE on Top Hat</b>	Chapter 7

**Week 12 Module 12: Chapter 8**

3/30– 4/5	Discussion Board <b>DUE</b> on <b>Blackboard</b> Discussion Board Responses (2) <b>DUE</b> on <b>Blackboard</b> Persuasive Speech Topic Check <b>DUE</b> on <b>One Drive</b> “ <i>Persuasive Speech Topic Check</i> ” document Quiz 8 <b>DUE</b> on <b>Top Hat</b>	Chapter 8
<b>Week 13 Module 13: Chapter 9</b>		
4/6 – 4/12	Quiz 9 DUE ON Top Hat Persuasive Speech Outlines <b>DUE</b> on <b>Top Hat</b> Persuasive Speech & Responses <b>DUE</b> on <b>One Drive</b>	Chapter 9
<b>Week 14 Module 14: Chapter 10</b>		
4/13 – 4/19	Persuasive Speech Self Critique <b>DUE</b> on <b>Top Hat</b> Special Occasion Speech Topic Check <b>DUE</b> on <b>One Drive</b> “ <i>Special Occasion Speech Topic Check</i> ” document Quiz 10 <b>DUE</b> on <b>Top Hat</b>	Chapter 10
<b>Week 15 Module 15: Chapter 11</b>		
4/20 – 4/26	Quiz 11 & 12 <b>DUE</b> on <b>Top Hat</b> (grades for these quizzes are factored in on the <i>participation</i> part of this course) <b>NOT</b> associated with the other 10 quizzes.	Chapter 11 Chapter 12

Week 16 Module 16:		
4/27 – 5/3	<p>Special Occasion Speech Outline  <b>DUE on Top Hat</b></p> <p>Special Occasion Speech <b>DUE on One Drive</b></p>	
Week 17 Module 17:		
5/4 – 5/7	<p>FINAL GRADES POSTED ON  BLACKBOARD</p>	