Introduction to Speech Communication
SPCH 1311.151

Department: Communication Department
Discipline: Speech Communication
Available Formats: Conventional, Internet, Hybrid
Campuses: Levelland and Online
Prerequisite: None
Credit: 3 Lecture: 3 Lab: 0

Instructor:	Lissa Sharp, Assistant Professor Communication Studies
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	Phone – 806-716-2573
Office Hours:	M-W 1:30 p.m. – 2:30 p.m.
	T-TH 9:00 a.m. – 11:00 a.m.
	Friday 10:00 a.m. – noon
	Virtual Office Hours – by appointment

Print this document for your reference.

Technical and Required Materials:

1. Our textbook is *Introduction to Communication, updated October 18, 2018, and compiled by LibreTexts April 10, 2025*. Weblink: LibreCommons | Introduction to Communication

2. Access and ability to underline competently use an appropriate **computer** (+ printer + internet). Competent use includes the ability to send & receive Blackboard e-mail messages, attach & open *Word/PDF* documents, and post messages to discussion boards. A high-speed internet connection and the ability to view video content, participate in group collaboration, and record video content. Be c*ertain* you have the appropriate Computer equipment by visiting the SPC Instructional Technology Department's homepage. Direct technical questions to blackboard@southplainscollege.edu or call 716-2180.

3. Access and ability to competently use your own **video recording equipment**. The web cam on your computer may be used for video blogs, self-introduction presentation, collaborate sessions but it cannot be used for the Individual Presentation Final Exam. To record the Individual Presentation Final Exam, you may utilize your cell phone device if the video quality is good.

4. An audience of at least six adults (18 years or older; does not include the speaker but may include the video operator). The audience is required for the Individual Presentation Final Exam (at the end of the semester). All must be present for the entire presentation.

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

Course Description:
This course is a beginning course in speech communication which clarifies general principles of communication common to all settings. The course applies communication concepts and skills improvements to intrapersonal, interpersonal and public speaking settings.

Core Objectives satisfied:

- Communication Skills - to include effective development, interpretation and expression of ideas through written, oral and visual communication
- Critical Thinking - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- Teamwork - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
- Social Responsibility - to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities
- Personal Responsibility - to include the ability to connect choices, actions and consequences to ethical decision-making

Course Purpose & Student Learning Outcomes:
Introduces basic human communication principles and theories embedded in a variety of contexts including interpersonal, small group, and public speaking. Upon completion of the course, the student will *(course purpose and student learning outcomes are from The Texas Higher Education ACGM)*:

1. Apply the principles of human communication including perception, verbal communication, nonverbal communication, listening, and audience analysis.
2. Demonstrate how to establish and maintain relationships through the use of interpersonal communication.
3. Apply small group communication skills including problem solving, group roles, leadership styles, and cohesiveness.
4. Develop, research, organize, and deliver formal public speeches.
5. Recognize how to communicate within diverse environments.

Attendance Policy:
Online courses have a fundamentally different vision of student attendance. Students are expected to check Blackboard Messages and engage with Blackboard daily. If you cannot do this, then online courses may not be the best option for you to be successful in the college environment.

Students who enroll in a course but have "Never Attended" by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records. "Never attended" in the online environment is determined by the submission of the 'Getting Started' Assignments. A student who does not meet the attendance requirements of a class as stated and does not officially withdraw from that course by the official census date of the semester, may be administratively withdrawn from that course and receive a grade of "X". It is the student's responsibility to be aware of this policy.

It is the student's responsibility to verify administrative drops for excessive absences through MySPC using his or her student online account. ***Students will also be dropped from this class when they fail to submit assignments for two consecutive weeks.***

SPC Blackboard Ultra Portal
The Blackboard Ultra software used to manage this class monitors student logins, tracking when and where the student has been in the course. Accessing this course regularly is extremely important to meet the objectives.

Student Code of Conduct Policy:
The South Plains College Mission Statement reflects the goal of helping students become productive and responsible citizens in a global society. This is achieved through providing learning environments that are innovative, engaging, compassionate, safe, diverse, and supportive. This mission is central to the expectations for student conduct. As members of the South Plains College community, students are expected to adhere to the Code of Conduct that is published annually in the South Plains College Student Guide (found online in the General Catalog).
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.

Intellectual Exchange Statement:
In this class, I will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

Academic Integrity Statement:
It is the aim of the faculty of South Plains College to foster a spirit of complete honesty and a high standard of integrity. The attempt of a student to present as their own any work which they have not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offender liable to serious consequences, possibly academic or disciplinary suspension. Initial offenses of cheating and plagiarism are considered academic discipline and are managed on a case-by-case basis by the faculty and/or academic administration.

Plagiarism Statement:
Offering the work of another as one's own, without proper acknowledgment, is plagiarism; therefore, any student who fails to give credit for quotations or essentially identifiable expression of material taken from books, Internet resources, encyclopedias, magazines and other reference works, or from the themes, reports or other writings of a fellow student, is guilty of plagiarism.

Artificial Intelligence Statement:
- **Purpose of Artificial Intelligence (AI) Applications:** AI applications such as ChatGPT, OpenAI, Bard, Grammarly, WordTune and others are advanced language models designed to aid and engage in meaningful conversations, as well as, generate and revise content. AI is intended to supplement learning, stimulate critical thinking, and enhance academic discourse. However, its use comes with certain responsibilities.
- **Academic Integrity:** Using AI to generate academic work, including essays, reports, or assignments, without proper attribution is a violation of SPC academic integrity policies. Plagiarism undermines the learning process and is strictly prohibited. Students must ensure that their work reflects their own ideas, research, synthesis, and analysis and appropriately cites all sources, including AI.
- **Collaboration and Consultation:** While AI can be a valuable resource, it is essential to strike a balance between seeking assistance and maintaining personal responsibility. Collaboration with peers, consulting instructors, and utilizing other approved learning resources should be prioritized. Overreliance on AI for solutions without actively engaging in the learning process is discouraged and can be grounds for academic integrity violations. Utilizing AI as a tool for brainstorming or research is allowed but the writing should be the student's own work and thoughts.
- **Critical Thinking and Originality:** AI usage can provide suggestions and information, but it is essential to critically evaluate the responses and exercise independent thought. Relying solely on AI for answers deprives students of the opportunity to develop their analytical and problem-solving skills. In assignments where originality, creativity, and independent thinking are valued, AI would be detrimental to the student learning process. Critical thinking and originality emphasize the importance of independent thinking in all academic endeavors as part of the student's learning experience apart from outside influence and offers the student the opportunity to refine their unique, individual voice through academic discourse with other students and faculty.
- **Ethical Use and Bias Awareness:** AI is trained on large amounts of data from the internet, which may include biased or inaccurate information. Be mindful of the potential for bias and critically evaluate the responses provided by AI. Therefore, when using AI, just like with using any other database, students must verify that the information is from reliable sources, question any potential biases, and ensure that the information and sources used in the paper are neutral, peer-reviewed sources.
- **Responsible Engagement:** Students should engage with AI in a respectful and responsible manner and avoid using offensive language, discriminatory remarks, or engaging in any form of harassment or inappropriate behavior. Students should also uphold the standards of respectful communication in addressing both AI and fellow classmates.
- **Compliance with South Plains College Policies:** Policies regarding the appropriate use of AI in South Plains College courses are set by instructional departments and individual instructors. Appropriate use of AI may range from strict prohibition to assignments they may require the use of AI. Misusing or violating the guidelines outlined in this syllabus warning may result in disciplinary action, including academic penalties. Students are expected to familiarize themselves with the specific course policies regarding the use of AI and adhere to them throughout the semester.

Remember, AI can be a tool to support your learning in certain courses and assignments, but it cannot replace the critical thinking, creativity, and independent work that are integral to your overall academic growth.

*Access the Student Handbook for additional information relating to student responsibilities. For information regarding official South Plains College statements about diversity, disabilities, non-discrimination, Title V Pregnancy Accommodations, Campus Concealed Carry, and COVID-19; access the SPC Syllabus Statements.

Course Calendar
The Course Calendar is posted in Blackboard under the "Getting Started" module. This is the 'official' calendar for the course, and updates will be made directly on Blackboard. You are encouraged to print the calendar and use it as a checks and balances system to ensure that you are submitting all assignments due each week. In viewing the Course Calendar, one will notice that assignments will be due each week on Sunday (in most instances) at 11:55 p.m.

Student Obligations
A. **Punctuality**
   1. Students are required to complete and submit ALL assignments (activities, postings, examinations, etc.) on time, without exception. (Please see the section below titled 'Preparedness.') Generally, activities and exams close at 11:55 pm (CST) on the due date (typically a Sunday).
   2. New material will be released on Mondays, but students should **check** their Blackboard messages and Announcement area **daily** for updates which could include changes in assignments/due dates.
B. **Protocol**
   1. Technical questions should be sent to blackboard@southplainscollege.edu (806) 716-2180.
   2. E-mail correspondence with the professor should be limited to Blackboard messages.
   3. Students can expect a reply to a Blackboard message within 24 hours Monday through Friday.
C. **Professionalism**
   1. It is my expectation and the institution's that appropriate citation and documentation be 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. In addition, the student may be dropped from the course with a failing grade. See the SPC Student Handbook for more information.
   2. Because online courses are text/video-based, students will ensure that **proper grammar** and **grammatical and spelling errors** are avoided. Excessive or distracting errors will result in grade reductions. Proper English is required.
   3. Profanity and disrespect are not tolerated. All comments should be appropriate for the college classroom and its educated participants. Presentations should also be performed utilizing a language understood by the instructor (English).
D. **Preparedness**
   1. **Time Commitment**
      a. Research recommends that students spend two hours of outside study for every one hour of in-class time. For a 3 credit-hour, face-to-face course that means a total time investment of six to nine hours per week, in a 15-week course. This expectation of time investment is still the same for online classes. If you do not feel you can meet this requirement, it might be best to drop the course.
   2. **Group Work**
      a. Students should be prepared to work with others through online learning platforms (i.e. Blackboard Collaborate, Video Chats). There are two scheduled activities during the semester. The group activities are approximately one month apart. To determine the weeks for group work, look at the Course Calendar. The first group assignment will occur during Week 3 and the second will occur during Week 7. When a group assignment is made, you should promptly contact group members by utilizing the Blackboard messages. Students may then exchange their preferred communication channel with the group.

3. **Catastrophe Management**
   a. Students should be prepared for equipment failures with their primary computer/devices. Locate a "back-up" option NOW and DO NOT procrastinate in completing assignments as <u>no</u> work is accepted late.
   b. If internet problems arise and cause the South Plains College server to go down, adjustments will be made accordingly.
4. **Lost/Corrupt/Disappeared Files**
   a. You must keep/save a copy of every project/assignment on an external disk or personal computer. In the event of any kind of failure (e.g., Blackboard server crash or virus infection, student's own computer crashes, loss of files in cyberspace, etc.) or any contradictions/problems, I may/will request you to resubmit the files or provide additional documentation. In other words, if you submit a document to me, and I do not receive it (lost in cyberspace) or it is corrupt when I open it, you need to resend it to me, corrected, with little or no "downtime" in regard to the timeline for submission.

Brief Course Assignment Descriptions
A. **Speeches**
   1. You will deliver two major speeches. More information about speech purposes and instructions will be included within Blackboard. Below is the basic information about each speech:
      a. *Self-Introduction Speech* will be submitted as a video file or web link (YouTube) and viewed asynchronously. This presentation does not require that you have an audience. You may utilize your web camera to record the presentation.
      b. *Individual Presentation Final Exam Speech* will be delivered to your audience in real-time and recorded for submission and grading purposes. You may opt to utilize Collaborate where I, and some of your fellow classmates, will serve as your audience. I will handle recording the presentation. This speech will require you to use researched information and sources in your speech.
B. **Peer and Self-Evaluations**
   1. You will complete a self-evaluation and a peer evaluation. These evaluations will give you the opportunity to evaluate your own speech and the speech of a former course member.
C. **Weekly Quizzes**
   1. You will take quizzes that will be based on chapter readings and my weekly "takeaway videos".
D. **Learning Activities**
   1. You will complete weekly learning activities/assignments designed to help you solidify your understanding of course content.
E. **Collaboration Activities**
   1. These sessions (two) are designed to explore course content with your fellow classmates and gain additional insight and understanding of the course concepts.

Assignment Submissions
Each assignment will have a designated submission link in Blackboard. You will utilize this link. To properly submit assignments, it is imperative that you follow the assignment directions as they may vary slightly for each assignment. For example, one assignment may require that you provide a link to a video blog you posted on YouTube and the next assignment may require that you attach a document.

Grading

Grades are calculated based on assigned material; **there is no extra credit**. ***Your final grade is based on total points not a percentage. There is a total of 1,800 points possible for the course.*** The breakdown is as follows:

Assignments
Major Presentations = 350 points
Introductory Presentation   100
Individual Presentation Final Exam   200
Self-Evaluation   50
Test Grades = 350 points
Quizzes   250
Final Exam   100
Weekly Learning Activities = 800 points
Misc. Assignments, Blogs,
& Journals   800
Discussion Boards = 300 points
Collaborate Group Discussions   200
Misc. Discussion Boards   100

Grade Distribution	
Course Grade	**Points Required**
A	1,800-1,620
B	1,619-1,440
C	1,439-1,260
D	1,259-1,080
F	>1,080

View the Course Calendar to see the weekly listing of assignments. The point breakdown and rubric will be available on Blackboard for each assignment. Course units are as follows:

> Module I=Intrapersonal Communication
> Module II =Interpersonal Communication
> Module III=Public Speaking

**You must complete the Individual Presentation Final Exam, included in Module III, to pass the class. Failure to do the presentation, will result in an "F" for the final course grade.

Withdrawal Policy:

Please review the last day to withdraw listed below. It is the student's responsibility to withdraw from this course. Otherwise, students will be assigned their earned letter grade at the end of the course. Course points will be updated frequently, and students can seek guidance from me throughout the semester to help decide whether they need to drop the class or not.

Last Day to Withdraw/Drop with a grade of "W"	*Student Initiated Drop*
Thursday, April 30	*Student Initiated Drop Request Form*

Introduction to Speech Communication Course Calendar
Please note that our class week **begins** each Monday and **ends** each Sunday at
11:55 p.m. CST. I will send out weekly announcements highlighting assignments for
the week.

Week Starts – Week Ends Assignments

January 12 – January 18   **Week 1** - Getting Started Unit Opens - Assigned Reading – Communication
Apprehension Assignment Ancillary Materials, Chapter 8.9.5 Speech Anxiety through 8.9.7
(3-pages), Syllabus, Course Calendar, Personal Introduction
3 Assignments
Quiz - Welcome Video
V-Blog - Personal Report of Communication Apprehension (PRCA-24) Assessment with video blog Assignment -
Introduction to Speech Communication Course Navigation and Scavenger Hunt

Module I: Intrapersonal Communication

January 19 – January 25   **Week 2** – Introduction to Communication Theory –
Assigned Reading Chapter 1
3 assignments
Chapter 1 Quiz
Assignment-Ethical Perspectives
Discussion Board - Video Self Intro. Speech

January 26 – February 1   **Week 3** – Social Perception –
Assigned Reading Chapter 2 – do not read 2.3 Perception of Self – Watch Stereotypes –
Stossel in the Classroom -
3 assignments
Assignment- Self-Fulfilling Prophecy /Impression Management Virtual Collaborate with group Discussion Board
Posting
Journal Entry - Self Concept
Assignment - Understanding Perception

February 2 – February 8   **Week 4** – Connecting through Diversity, Social Media and New Technologies
Assigned Reading Chapter 3
Chapter 3 Quiz
Video Blog Discussion Board - Social Information Processing

February 9 – February 15   **Week 5** –Verbal and Nonverbal Communication –
Assigned Reading Chapter 4
2 assignments
Chapter 4 Quiz
Assignment - Understanding Verbal & Nonverbal Communication

Module II: Interpersonal Communication

February 16 – February 22   **Week 6** – Listening and Disclosure –
 Assigned Reading Chapter 5
3 assignments
Chapter 5 Quiz
Assignment - Five Ways to Listen Better
Discussion Board - The Power of Listening

February 23 – March 1   **Week 7** –Interpersonal Communication –
Assigned Reading Chapter 6

2 assignments
Assignment - Theories of Interpersonal Communication Virtual Collaborate
Blog Entry - The Importance of Small Talk

March 2 – March 8 | **Week 8** –Relationship Formation and Dissolution –
Watch Knapp and Vangelisti's Stages of Relationship Development and Dissolution "Takeaways Videos"
2 assignments
Assignment - Note Taking Exercise Explaining Knapp and Vangelisti's Stages of Relationship Development and Dissolution
Assignment - Relational Stages & Popular Music

March 9 – March 15 | **Week 9** – Small Group Communication –
Assigned Reading Chapter 7
3 assignments
Chapter 7 Quiz
Blog - Group Experiences
Assignment – Online Group's

March 16 – 22 Spring Break

Unit III Public Speaking Skills

March 23 – March 29 | **Week 10** – Selecting a Topic and Connecting to the Audience –
Assigned Reading Chapter 8.3 & 8.4
2 assignments
Sections 8.3 & 8.4 Quiz
Assignment – Speech Topic Brainstorming Experience

March 30 – April 5 | **Week 11** – Research: Gathering and Using Information –
Assigned Reading Chapter 8.6
Assignment – Identifying Different Types of Supports
Assignment - Presentation Evaluation
Assignment - Speech Topic

April 6 – April 12 | **Week 12** – Introductions and Conclusions & Main Points –
Assigned Reading Chapters 8.5 & 8.7
Section 8.7 Quiz

April 13 – April 19 | **Week 13** Outlining Reminders & Computer Mediated Communication –
Assigned Reading 8.5
1 assignment & Work on Presentation
Assignment - Rough Draft of Speech Outline

April 20 – April 26 | **Week 14** – Presentation Work-week –

Unit IV End of Course Materials

April 27 – May 3 | **Week 15** - Consists of Two Exams – Individual ***Presentation*** Final Exam and Comprehensive Multiple-Choice Exam over lectures and reading
Check this week's due dates closely

Week Starts – Week Ends Assignments

Monday, April 27 — **Collaborate session for Individual Presentation Final Exam 6:00 p.m. CST**
*Video session in Blackboard available for students struggling to find an audience, recording equipment, etc.

Tuesday, April 28 — **Collaborate session for Individual Presentation Final Exam 3:00 p.m. CST**
*Video session in Blackboard available for students struggling to find an audience, recording equipment, etc.

Wednesday, April 29 — **Individual Presentation Final Exam Recording, Outline, PowerPoint must be SUBMITTED on Wednesday, April 29 @ 11:55 p.m.**

Thursday, April 30 — **Last Day to Drop**

Friday, May 1 — **Self-Evaluation must be SUBMITTED by 11:55 p.m.**

Sunday, May 3 — Final Exam available April 30 – due Sunday, May 3 @ 11:55 p.m.

May 4 – May 7 — **Week 16** - Course Evaluation due by Thursday, May 7 @ 11:55 p.m.

Points Values by Category **See Syllabus*

Quizzes = 250
Discussion Boards = 300
Weekly Assignments = 800
Presentations = 350
Final Exam = 100
Total = 1,800

*The value and grading rubric for each assignment is available in Blackboard.

*Schedule may be modified at the instructor's discretion.