

**DEPARTMENT OF
COMMUNICATION
COMM 145
FUNDAMENTALS OF
PUBLIC SPEAKING AND
COMMUNICATION**

WESTERN KENTUCKY
UNIVERSITY WKU On
Demand SYLLABUS

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OFFICE HOURS:	Monday 11:00-12:30 or any by appointment

COURSE DESCRIPTION

COMM 145 – Fundamentals of Public Speaking and Communication is designed to increase your understanding of the principles and processes of communicating effectively in a variety of contexts and to facilitate development of your skills in public communication, listening, group communication, and interpersonal communication. This is done through a combination of speaking, listening, writing, and reading assignments. Specifically, you will outline, develop, and deliver extemporaneous speeches incorporating relevant sources. You will learn how to develop and deliver messages that are appropriate and effective for the audience, purpose, and context. The assignments are designed to develop your understanding and skills progressively throughout the semester. When you leave the course, you should be sufficiently armed with a basic understanding of public speaking and with an awareness of other important communication skills so that you can continue to develop effective communication behaviors throughout your life in a variety of contexts. COMM 145 is part of the General Education curriculum and fulfills the Public Speaking requirement (Category A-III).

COURSE OBJECTIVES

Students will be able to:

- Design and deliver messages appropriate to various audiences and occasions.
- Communicate a clear thesis and purpose.
- Research, evaluate, and incorporate supporting material.
- Construct and deliver organized presentations with well-developed introductions, main points, conclusions, and transitions.
- Deliver speeches using appropriate and effective vocal and physical behaviors to enhance messages such as vocal variety, articulation, and movement.
- Demonstrate understanding of the communication process.
- Acquire skills to communicate with others, both publicly and interpersonally.
- Understand and identify the basic principles of effective group communication and listening.

Required Text: Seiler, W. J., & Beall, M. L. (2011). *Communication: Making Connections* (8th ed.). Boston: Allyn and Bacon.

ACADEMIC OFFENSES: PLAGIARISM AND CHEATING

I expect that all of the individual assignments you complete for COMM 145 (and in all of your other courses) are always your own work. However, many students are not sure exactly what “your own work” means, so, please read again the information on plagiarism and cheating from your student handbook. Aside from copying work, **plagiarism includes incorrectly citing sources or presenting someone’s information as your own**, without crediting the source. To avoid this, you should carefully make notes to keep track of where your information came from. In written form, you must use quotation marks when referring to another’s work. In a speech where you are paraphrasing, you can say “According to.....(give name).....”. It does not take much effort to make sure you follow the rules for using another’s thoughts.

YOU ARE RESPONSIBLE for telling your audience or reader whether you are:

1. directly quoting from a source
2. paraphrasing closely from a source, which means using significant portions of another source’s sentences or language
3. using the ideas advanced by a different source

Plagiarism Detection

In this course we will be using an electronic plagiarism detection tool, Turnitin.com, to confirm that you have used sources accurately in your speeches and outlines. All assignments are subject to submission for text similarity review to one of these plagiarism detection tools. Assignments submitted to Turnitin.com will be included as source documents in Turnitin.com’s restricted access database solely for the purpose of detecting plagiarism in such documents. I will provide specific instructions in class on how to submit your speech outlines for electronic plagiarism review.

Penalty for Academic Dishonesty

Western Kentucky University and the Department of Communication are committed to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating on an exam, or purchasing papers, speeches, or other assignments will immediately receive a failing grade on the assignment and potentially in the course, and will be reported for disciplinary action. **Falsified medical excuses** and presenting another student’s work as your own fall within the guidelines of this academic integrity policy.

As you can see, these are extreme measures for academic offenses that we believe are serious. If you have any questions about whether you may be plagiarizing in your work, please be sure to contact me well in advance of the due date for your assignment.

IF YOU NEED HELP

If you have questions or concerns or find certain materials or assignments difficult please contact me by e-mail or come by during my office hours. If you are unable to come during my scheduled times, call me to arrange an appointment. If you have a special need that may require assistance or accommodation, please let me know as soon as possible. You need to provide documentation; then, we'll work to make reasonable accommodation. Students with Disabilities who require accommodations must contact the Office for Student Disability Services, Room A-200, Downing University Center. The OFSDS phone number is (270) 745-5004 V/TDD.

ASSIGNMENTS

- **Basic Requirements:** There will be three graded speech assignments. You are expected to use topics of your own choice, which meet the guidelines for the specific speech assignment. Each speech has a time limit allowing all class speakers to complete the assignment on schedule and to give you practice in fitting materials into a given time allotment. Speaking too long or not long enough means your speech does not meet the requirements of the assignment. As you prepare your speech, please allow enough time to practice orally so that you can meet these time limits.
- **Reading Assignments:** Several of the modules include a reading assignment of Chapters in the textbook. Completing this reading will be essential to the student gaining the knowledge necessary to do the assignments required for the course. With each of these reading based modules the student will find PowerPoint slides and Vocabulary Focus documents. Using these tools will assist the student in extracting the pertinent information to help make them successful as they work to complete the spoken and written assignments, as well as assisting them in preparation for the quizzes and examinations included in the content of the course.
- **Recording Speeches:** In order to fulfill the speech portion of this course students will be required to record speech and send those to the instructor either electronically through Black Board or e-mail or by US mail on a DVD or Flash Drive. Students may record themselves using a video recorder or may make arrangements with the instructor or WKU On Demand office to have the speeches recorded on campus either in Bowling Green or Glasgow. When recording at home the student **must arrange the room in a manner that gives the appearance of a public setting and must have an audience of no less than 6 people.** The room must be panned on occasion in order to show that an audience is in attendance. If recording is done on campus an audience will be provided for the student at random.
- **Outlines: Formal/sentence outlines** are required for the Information & Diversity and Problem-Solution Speeches as well as for the Research Paper. Outlines are to be completed following the format laid out in the Sample Outline document. The outline grading rubric with expectations included in Module 3 will provide specific instructions which should assist

the student in preparing these outlines. **Sentence outlines must be graded by the instructor and returned to the student before the recorded speech is completed.**

- **Speaking notes: Speaking/key word or phrase outlines or notecards (no larger than 4 x 6 cards)** are required for the Information & Diversity and Problem-Solution speeches. Again, a sample has been provided so that students clearly understand the expectation for this assignment. Speaking outlines or notecards are to be returned to the instructor with the speech. Students **are not** allowed to speak from a manuscript or the formal/sentence outline in this class and it is clearly evident to the instructor when the work presented for this assignment is other than that used for the presentation. If it is apparent upon viewing the presentation that the student is using a manuscript or the formal outline work turned in for this assignment will receive a 0 grade.
- **Turnitin.com** All students will be required to submit the following assignments to turnitin.com – Outlines for Information and Diversity Speech, Problem Solution Speech, and the Theory/Context Paper. Also the Theory/Context Paper should be submitted here as well. All of these should include the written work as well as the works cited page. As noted earlier in the syllabus turnitin is a plagiarism detection website. Students will also need to submit a complete copy of the same work to the instructor via the students chosen format for submitting graded work. Instructions for using turnitin.com are posted on BlackBoard.

Speech 1: Introduction Speech (2-3 minutes)

Drivers License Speech—This introductory speech gives you the opportunity to start speaking right away and gives me an opportunity to learn a little about you. Select one aspect from the information on your Drivers License and explain how that has had a significant impact on getting you to where you are today. This might be the county or state you live in, color of your hair or eyes, or you can choose to use your date of birth itself. If you choose a date you will need to research that date and find something significant that happened on that date and note how that has a connection to your life (ie, if the cell phone was first used on your birth date you might consider how cellular phones have impacted your life). While no sources, other than *you*, are required you may consider using quotations, stories, and examples to enhance the impact of your presentation. This first speech should include the most basic components of any speech—an introduction, main points, and conclusion and all points must be well linked through the use of transitions. You are required to use extemporaneous delivery, speaking from a speaking outline or notecards using no more than one single-sided index card. If you do not have a driver's license a photo ID will fulfill the assignment. A photo copy of your driver's license or photo ID should be sent to the instructor with the speech so that instructor can make a name/face connection for the students participating in the class.

Speech 2: Speech of Information and Diversity (4-6 minutes)

This is a 4-6 minute informative speech, which must take a multicultural perspective. You may elect to compare and/or contrast an aspect of two cultural groups or discuss an aspect of one cultural group in detail. Possible topics include social customs, family traditions, holidays,

clothing, food, religious traditions, sports, etc. You must step outside of your own cultural perspective in some way. Thus students need to choose a country or culture and an aspect of that culture to focus on. Define an audience and present information relevant to that audience. You are required to present within the time limit, using a 1 page speaking outline or no more than five note cards (one side only). You are to cite no fewer than **three different sources** and use **three or more types of amplification or supporting materials**. **Visual aids are required for this speech** (powerpoint, posterboard, video/DVD etc.).

Speech 3: Problem-Solution Speech (5-6 minutes)

This is a 5-6 minute action-oriented persuasive speech. The purpose of the problem-solution speech is to influence the audience's **beliefs or actions**. The speech should contain a problem and solutions to the problem, including action steps the audience can take. Possible topics include influencing classmates to donate blood, start/increase flossing, exercise more or eat healthier, sponsor a child, get involved with a charity, adopt a pet etc. You are required to present within the time limit, using a speaking outline or no more than five note cards (one side only). You are to cite no fewer than **four different sources (only two may be from the internet)** and use **three or more types of amplification or supporting materials**. No visual aid is required, but please keep in mind that a visual aid can be a very effective way to persuade your audience to act on your topic.

Communication Theory/Context Paper

Based on the chapters in the textbook and the suggestions on the Theory/Context Description document, select a communication context (interpersonal, group, team, the workplace or another organization) or communication theory (dialectics, communication privacy management etc.) you are interested in and write a 4 - 5 page paper (double spaced – the abstract, works cited and cover pages are not considered part of the 4-5 page requirement). Explain why you selected this context or theory and why this context represents an important area in which to study/learn about communication and/or why this theory is important to the study of communication. Include a **minimum of three sources cited** within the text of your paper (preferably communication journals or books; **the textbook does not count as one of your 3 sources**). Discuss what Communication scholars have learned about your topic that could be relevant to your own experiences (give examples). Also discuss what you learned about communication from your research (how this will be useful in your life, career etc). The paper will be graded on content, organization, and writing. Please include an introduction, clearly organized and supported paragraphs in the body of the paper (please use topic sentences), a conclusion, and source citation along with a bibliography in APA format. Use the Grading Rubric provided as a guide for properly formatting your paper.

Self Evaluation:

Each student will **complete the evaluation form** used by the instructor on themselves for the **Speech of Information and Diversity**. Upon completion of this evaluation you will need to **write a 2 page paper** noting your strengths and weaknesses indicating how you think this activity will help you so that you can improve as you work on your next speech.

Journaling/Homework Assignments

In addition to the speeches, you will be graded on several in written assignments required by your instructor. All written assignments need to be type written unless otherwise indicated. Typed work should be in 12 point font, double spaced with 1 inch margins.

Examinations

Exams and/or quizzes will be used to gauge your understanding of the course material. Quizzes are open book and may be taken using the Black Board Learning system. A quiz is included with all Learning Modules with the exception of Modules 5, 7 and 10 for a total of 7 quizzes. The quiz for each Module must be completed before moving on to the next Module. There are 2 exams for this course, a Midterm Exam (Module5) and Final Exam (Module 10). All exams must be proctored and can be taken either on the Bowling Green or Glasgow Campuses. Contact the WKU On Demand office or the Instructor to schedule an appointment to take exams.

One note on the exams. Each of these includes 3 sections of examination – multiple choice, true and false, and vocabulary match. For the vocabulary match you will be correcting any false questions in the true and false section by choosing a word from the vocabulary list provided. The last section of question numbers will correspond with the number of True and False and you will either choose a word, or no change if the original question is true. So, although there is 80 possible points on the test you will see 94 and 92 questions on the test. Assuming you get all of the True and False correct you would have the potential to earn bonus points of 14 on one exam and 12 on the other. However, if you miss the original question you will lose 2 points when submit the second answer.

GRADING POLICY

Speech One: Drivers License Speech	50 pts.
Speech Two: Speech of Information and Diversity	100 pts.
Speech Three: Problem-solution speech	100 pts.
Communication Theory/Context Paper	100 pts.
Topic Assignments: 3@ 15pts	45 pts
Sentence Outlines: 3 @ 25 points each	75 pts.
Speaking Outlines: 2 @ 15 points each	30 pts.
Written Assignments: 8 @ 25 points	200 pts.

- Journal Assignments, Outlining Assignment, Self Evaluation, etc.

Exams/Quizzes 300 pts.

2 Exams @ 80 pts each 160 pts

7 Quizzes @ 20 pts each 140 pts

Total: 1000 pts.

FINAL GRADE SCALE

A = 1000 - 900 pts (90% – 100%)

B = 899 - 800 pts (80% – 89%)

C = 799 - 700 pts (70% – 79%)

D = 699 - 600 pts (60% -- 69%)

F = Below 600 (Below 60%)

GRADING BREAKDOWN BY MODULE

Module 1 – CH 1-2-3 45 pts

Written Assignment 1 25 pts

Quiz 1 20 pts

Module 2 – CH 10-11 95 pts

Written Assignment 2 – Fear Journal 25 pts

Speech 1 – Drivers License Speech 50 pts

Quiz 2 20 pts

Module 3 – CH 7-8-9 45 pts

Written Assignment 3 – Outlining Homework 25 pts

Quiz 3 20 pts

Module 4 – CH 4-5 45 pts

Written Assignment 4 – Television Journal 25 pts

Quiz 4 20 pts

Module 5 – Informative Speaking Assignment/Midterm Exam 260 pts

Preliminary Written Work

Topic Assignment 1 15 pts

Formal/Sentence Outline 1 25 pts

Speaking Outline or Notecards 1 15 pts

Information and Diversity Speech 100 pts

Self-Evaluation Paper w/Eval Form 25 pts

MidTerm Exam – CH 1-2-3-4-5-7-8-9-10-11	80 pts
Module 6 – CH 6 & 12	45 pts
Written Assignment 5 – Speech Listening	25 pts
Quiz 5	20 pts
Module 7 – Persuasive Speaking Assignment	155 pts
Preliminary Written Work	
Topic Assignment 2	15 pts
Formal/Sentence Outline 2	25 pts
Speaking Outline or Notecards 2	15 pts
Problem Solution Speech	100 pts
Module 8 – CH 13-14	45 pts
Written Assignment 6 – The Break-Up Movie	25 pts
Quiz 6	20 pts
Module 9 – CH 15-16	45 pts
Written Assignment 7	25 pts
Quiz 7	20 pts
Module 10 – Research/Theory Paper Assignment/Final Exam	220 pts
Preliminary Written Work	
Topic Assignment 3	15 pts
Formal/Sentence Outline 3	25 pts
Research Paper	100 pts
Final Exam – CH 6-12-13-14-15-16	80 pts