

COMM145, On Demand, WKU  
Web-based course  
Fundamentals of Public Speaking and Communication

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Office hours: HCIC 3044 (only on Tuesday and Thursday) Fall 2023

1:20 to 2:20 p.m. or by appointment.

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Office hours: Online by appointment (Zoom)

Online office hours: We can schedule meetings as needed.

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 that incorporate relevant sources and 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 an awareness of other important communication skills and concepts so that you can continue to develop effective communication behaviors throughout your life in a variety of contexts. COMM 145 is part of the Colonnade curriculum and fulfills the Human Communication requirement (Foundations category).

REQUIRED TEXT & MATERIALS

(NOTE: *You will receive access to your required textbook automatically. It is posted within the Blackboard with directions for how to register.*)

Text: DeVito, J.A. (2018). *Human Communication: The Basic Course* (14<sup>th</sup> ed.). Hoboken, NJ: Pearson.

WKU participates in the Big Red Backpack Program. Your e-text is preloaded to the Blackboard course site and will be available immediately for two weeks. If you opt out, then you will lose access to the textbook, as a pay wall will appear.

It is NOT recommended that you Opt-Out, as these materials are required to complete the course. You can choose to Opt-Out on the first day of class, but you will be responsible for purchasing your course materials at the full retail price and access to your materials may be suspended. For more information and FAQs go to [customerare.bncollege.com](http://customerare.bncollege.com) As part of this program, the Revel Enhanced E-book version of the required textbook for this course will be pre-loaded on your course Blackboard account.

Other Requirements

- At least one email address
- Access to the internet (a reliable high-speed internet connection, will affect speech uploads)
- A portable webcam with microphone is required for recording your speeches. A laptop camera may not be powerful enough. The recording should show you from head to toe and clearly record your voice. More instructions will be provided on how to submit your recordings in appropriate formats.
- 3x5 note cards to use when delivering speeches.

## Course Objectives

Colonnade program learning objectives for Human Communication (Oral):

Learning Objective 1 (CSLO-1): Students will demonstrate the ability to listen and speak competently in a variety of communication contexts, which may include public, interpersonal, and/or small-group settings.

Learning Objective 2 (CSLO-2): Students will demonstrate the ability to find, analyze, evaluate, and cite pertinent primary and secondary sources, including academic databases, to prepare speeches and written texts.

Learning Objective 3 (CSLO-3): Students will demonstrate the ability to identify, analyze, and evaluate statements, assumptions, and conclusions representing diverse points of view, and construct informed, sustained, and ethical arguments in response.

Learning Objective 4 (CSLO-4): Students will demonstrate the ability to plan, organize, revise, practice, edit, and proofread to improve the development and clarity of ideas. From the Colonnade student learning objectives flow the following course specific student learning objectives:

SLO-1: Design and deliver messages appropriate to various audiences and occasions. SLO-2: Communicate a clear thesis and purpose.

SLO-3: Research, evaluate, and incorporate supporting material.

SLO-4: Construct and deliver organized presentations with well-developed introductions, main points, conclusions, and transitions.

SLO-5: Deliver speeches using appropriate and effective vocal and physical behaviors to enhance messages (e.g. vocal variety, articulation, and movements).

SLO-6: Demonstrate understanding of the communication process.

SLO-7: Acquire skills to communicate with others, both publicly and interpersonally.

SLO-8: Understand and identify the basic principles of effective group communication and listening.

## Assessment of Student Learning

Grades will be based on the following scale:

- A (900 – 1000): Excellent work
- B (800 – 899): Good solid work
- C (700 – 799): Average work
- D (600 – 699): Poor work
- F (<599): Failing work

Grades will be based on the degree to which students meet the guidelines laid out for each assignment. Please note that as you progress throughout the semester, the standards by which assignments are judged change with your level of knowledge and experience. Before submitting assignments, be sure to check the assignment to ensure that all of the required elements are present.

#### Class Assignment Point Values

|   |          |                          |
|---|----------|--------------------------|
| Speech One: Bag-It Speech   | 50 pts.  |                          |
| Speech Two: Speech of Information and Diversity                                       | 100 pts. |                          |
| Speech Three: Problem-solution speech   | 100 pts. |                          |
| Outlines: 3 x 25 pts.   | 75 pts.  |                          |
| Communication Theory/Context Paper  | 100 pts. |                          |
| Activities and assignments<br>(peer speech evaluations (will be provided)<br>Quizzes) | 300 pts. |                          |
| Self-Evaluations: 3 @ 25  | 75 pts.  |                          |
| Exams (2 exams) 100 x 2 =   | 200 pts. | <u>Total 1000 points</u> |

#### Class Assignments

**Basic Requirements:** During the course, 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. 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.

**Speech Setup:** In order to record your speech, you should give some thought to the setup of the room where you will record. Think of an area where you have good lighting, sufficient space to move around, and enough seating for 6 observers. Outdoor locations may cause a problem with sound quality. Set up your webcam and microphone so the instructor has a full view of you during your speech. Before and after your speech, you should pan (show) the audience to verify that they are in attendance. Your audience may be friends or family, but may not be children. Failure to pan the audience will result in a deduction of points. Failure to have an audience of at least 5-6 will be a major deduction (10%). 0-1 audience members is a 20% deduction, 3-4 audience members is a 15% deduction.

\*Due to Covid 19, your only live audience should be those living in your immediate household or your roommate (s). Please let me know if you will not have any audience members and we will work out an alternative for a Zoom audience.

If you are on campus, there are Zoom rooms available and classrooms in the Department of Communication (FAC130) for recording your speech. This is preferred to recording in your dorm room.

**Visuals:** The speeches of Information and Diversity and Monroe's Motivated Sequence requires PowerPoint slides (3, one per main point). Directions on Mediasite are included in the Blackboard course. It would be a good idea to practice with the equipment early in the week of your speech, to address any technical difficulties.

**Outlines:** Outlines are required for each of the graded speeches The outline should include specific purpose, central idea, a sentence outline of the speech, a list of sources you used in the

preparation of the speech, & any other form your instructor may assign. Sample outlines are posted as well as instructor videos explaining the construction.

### Speech 1: Introduction Speech (2-3 minutes)

"Just Bag It" Speech—This introductory speech gives you the opportunity to start speaking right away and gives your classmates an opportunity to learn a little about you. Select three items, place them in the bag, and be prepared to explain how the three items describe you. For example, you might include a symbol of your place of employment, an item indicating an interest of yours (e.g. a tennis ball if you play tennis), or an item that symbolizes your career interest (e.g. an apple for an education major). Make sure your visuals are larger than a driver's license or small photo so that everyone in class can see. In additions to the items you bring consider using quotations, stories, and examples. No sources, other than *you*, are required. You must demonstrate that effort went into the assignment. In other words, someone pulling three textbooks out of a backpack and telling the class which courses they are enrolled in will not receive full credit. This first speech should include the most basic components of any speech—an introduction, main points, and conclusion. You are required to use extemporaneous delivery, speaking from a brief outline, using no more than one single-sided index card.

### 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. Other 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. Focus on presenting information relevant to your audience. You are required to present within the time limit, using a speaking outline of 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, Prezi, video/DVD etc.).

### Speech 3: Problem-Solution Speech-Monroe's Motivated Sequence (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 of no more than five note cards (one side only). You are to verbally cite no fewer than four different sources (only two may be from websites, not including journal articles or scholarly works) and use three or more types of amplification or supporting materials. A visual aid (PowerPoint slides) is not required for this speech.

### Communication Theory/Context Paper

Based on the posted handout, 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 3-4-page paper, 750-1000 words (double spaced). 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 academic sources cited within the text of your paper (preferably communication journals or books; the textbook does not count as one of your three 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, including a reference page in APA format.

### Speech Self Evaluation

Students will view their speeches and complete a self-evaluation form. This evaluation will be required for all three speeches. Students will also complete peer evaluations of other student speeches, which I will provide from former student speeches.

### Written work/homework

In addition to the speeches, you will be assigned various activities through the Blackboard Discussion Board.

### Examinations

Exams and/or quizzes will be used to gauge your understanding of the course material. The testing (exams and quizzes) schedule is located on the weekly lesson module.

There are two scheduled examinations. Questions on the exam may consist of multiple-choice, true-false, short answer, or essay questions. Tests will cover assigned reading, lecture material, and class discussion topics. All exams must be taken at the WKU proctoring center, or at an approved alternate remote location. You may set up your appointment online through Topnet. You may contact DL Testing at (270) 745-2953 for further questions. \*\*Covid update: All exams will be taken at home until further notice due to covid19.

### General Course Information

Language. This course will be conducted in English.

Who is most likely to succeed in this course?

1. Students who approach the course material with a sincere interest in improving their understanding of listening and its influence on our lives.
2. Students who read and/or listen to instructions carefully, do their best to follow them, ask questions when they do not understand course material or assignments, regularly participate in class discussion, and submit any required material on time.
3. Specifically for an online course, students should:

- be self-directed and motivated  
An online course offers you much flexibility in where and when you want to work on the course material. BUT: That also means that you have to be responsible yourself for planning your approach to the course and motivating yourself to get started!
- have good basic computer skills  
You do not have to be a computer wizard, but you need to be comfortable with some basics, such as creating word files and saving them in various formats, emailing and, very important, the use of various blackboard functions and the internet in general. To avoid problems in the course of the semester, make sure the computer you plan to use is protected by a good antivirus program.
- have good time management skills. Have you already set aside the time you will spend on this course? If not, now is the time to do it! An On Demand online course may be flexible, but the workload is just as real as in a face-to-face course. Set yourself up for success by planning what time you will use for this course now! Then, make sure you stick to your plan!
- be able to read and write well (and ideally like reading!)  
An online course naturally requires more reading and writing than a face-to-face course. Therefore, please carefully consider whether you are comfortable (and can be happy) with both before deciding to take this course!
- have access to a computer with Internet access  
This course will require you to be online frequently This applies to all courses but online courses even more than face-to-face courses. In a face-to-face class, I may see questions in your face and ask whether anything is unclear. In an online class, that is not possible. So, you really need to take the initiative and ask when you need help!

(Minnesota State Colleges and Universities, Academic and Student Affairs, 2011)

#### Assignment Formatting

All written assignments must conform to APA style (6th edition).

The following APA manual is available at the Helm-Cravens library. If you don't have access to the library, you should consider purchasing a copy.

American Psychological Association. (2009). *Publication manual of the American Psychological Association* (6th ed.). Washington, DC: Author. [APA]

You may also access limited APA information at the following Purdue website:

<http://owl.english.purdue.edu/owl/resource/560/01/>

Submitting a corrupted file (i.e., a file that cannot be opened) will be counted as no submission, so check the file you are submitting to make sure it is not corrupted. If I cannot open the file you submitted, I will notify you to submit a version I can open. You can check it by opening the attachment after submission.

All written documents must be in Word doc, docx, or rtf format. Blackboard will not convert a file in pages, a program that commonly is found on macs. If you submit something in another format, I

will be unable to open it and you will not receive credit for it. Please do not submit in pages format, as this will not be accepted as I can't open this from Blackboard.

## Course Policies

### Contacting the Instructor

Email: The by far best way to reach me is email. I will check my email at least once a day, Monday through Sunday. You can usually expect a response from me within 24 hours Monday through Friday. If you do not receive a response within that time frame, I probably did not get your message. In that case, please check your email to make sure it fulfills the requirements below and re-send it.

### Required email format

Always include our course name and section number in the subject line plus a brief heading related to the content of your email. Please use your WKU student e-mail account. For example: "COMM145 970: On Demand-Theory/Context paper question". I get a lot of emails and scan through them for emails from students. Including an appropriate subject line will ensure that I notice your email. Within the email, make sure to always include the following: a greeting, a closer, and your name. Including these items is basic courtesy in email exchanges. You will make a much better impression on whomever you email if you include these basic features. DO NOT reply to my announcements, they tend to get buried in a thread. Create a new email as described above. If I haven't answered you within 24 hours, please resend in case it was sent incorrectly.

Zoom: Either during office hours or at other arranged times, we can have meetings through Zoom using either just audio or webcams. Seeing each other can be very helpful especially if we need to discuss more complicated issues.

## ACADEMIC OFFENSES: PLAGIARISM AND CHEATING

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It is expected 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 [WKU Student Handbook](https://www.wku.edu/handbook/) (page 32) [https://www.wku.edu/handbook/]. Aside from copying work, plagiarism includes incorrectly citing sources or presenting someone's information as your own, without properly crediting the source. To avoid this, you should carefully make notes to keep track of where you obtained your information. 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 letting your audience or reader know 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 you will be using an electronic plagiarism detection tool (SafeAssign within Blackboard) 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 SafeAssign will be included as source documents in SafeAssign's restricted access database solely for the purpose of detecting plagiarism in such documents. Specific instructions will be provided in class or online 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 may immediately receive a failing grade on the assignment and potentially in the course, and may 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 the Department of Communication and the University believe are serious. If you have any questions about whether you may be plagiarizing in your work, please be sure to contact your instructor well in advance of the due date for your assignment.

#### RESOLVING COMPLAINTS ABOUT GRADES (From PCAL Dean's Office)

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The first step in resolving a complaint about grades is for the student to attempt to resolve the problem directly with the course instructor. See the Student Handbook, available at <http://www.wku.edu/handbook/> for additional guidance.

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#### IF YOU NEED HELP

##### ADA Accommodation Statement/Student Accessibility Resource Center

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, Room 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at [sarc.connect@wku.edu](mailto:sarc.connect@wku.edu). Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from the Student Accessibility Resource Center (SARC office).

##### The Learning Center (TLC)

Should you require academic assistance with your WKU courses, The Learning Center (located in the Downing Student Union, Room 2141) provides free supplemental education programs for all currently enrolled WKU students. The Learning Center at Downing Student Union offers certified, one-on-one tutoring in over 200 subjects and eight academic skill areas by appointment or walk in. Online tutoring is offered to distance learners. TLC is also a quiet study area (with side rooms designated for peer-to-peer tutoring) and a computer lab to complete academic coursework. Please call TLC in the Downing Student Union at (270) 745-5065 for more information or to schedule a



tutoring appointment. [www.wku.edu/tlc](http://www.wku.edu/tlc)

#### Research Appointments with your Personal Librarian

At WKU Libraries, your Personal Librarians are always ready to help! They have librarians for every program on campus, plus Special Collection librarians and archivists. Their goal is to save you time and help you be successful on term papers and other projects by showing you what you need to know to get started and be successful. Start your research by scheduling an appointment with your Personal Librarian. Find them at [http://www.wku.edu/library/dlps/subj\\_lib\\_subject.php](http://www.wku.edu/library/dlps/subj_lib_subject.php), call Helm-Cravens Reference Desk at 270-745-6125, or email [web.reference@wku.edu](mailto:web.reference@wku.edu).

#### Writing Center Assistance (for help with theory/concept term paper)

The Writing Center on the Bowling Green campus is offering only remote assistance to writers during the covid-19 pandemic. WKU students may request feedback on their writing via email or arrange a real-time Zoom conference to discuss a paper. See instructions and how-to videos on the website ([www.wku.edu/writingcenter](http://www.wku.edu/writingcenter)) for making online synchronous (Zoom) or asynchronous (email) appointments. Students may also get short writing questions answered via email; just put "Quick question" in the subject line to ([writingcenter@wku.edu](mailto:writingcenter@wku.edu)).

#### Student Resource Portal

WKU has provided a link online to the Student Resource Portal. The webpages of this portal provide links to various services that you might find useful for this class or others during your time at WKU. To access the portal, point your Internet browser to <https://www.wku.edu/online/srp/>.

#### TITLE IX MISCONDUCT/ASSAULT STATEMENT

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Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding

WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at

<https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and  
Discrimination and Harassment Policy (#0.2040) at  
[https://wku.edu/policies/hr\\_policies/2040\\_discrimination\\_harassment\\_policy.pdf](https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf).

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.

Please note that while you may report an incident of sex/gender-based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159

## Other Student Obligations

- You are responsible for your own learning. It is of no benefit to you if the understandings are in my head and not yours. Therefore, I will happily answer questions, as formulating good questions is part of the learning process, but ultimately the responsibility for acquiring a good understanding of the course material lies with you.
- You are expected to actually be the person you represent yourself to be on all work. If not, this is grounds for failing the course.

## Academic Honesty – Cheating and Plagiarism Policy

All work should be a reflection of your own efforts. A student who cheats or plagiarizes will earn zero points for that assignment and/or a failing grade for the course, and may be reported to the Office of Judicial Affairs. To avoid any impropriety, protect yourself: In written assignments, (1) provide the names of the authors of all ideas that are not your own, and (2) provide proper citations when you summarize or paraphrase another person's ideas in your own words. Student work may be checked by plagiarism detection software (such as Safe Assign). I regularly run student papers and other contributions through online search engines. Finding that students have copied part of what should be their own work is a big disappointment for me and creates a lot of trouble for the student. Please save me the disappointment and yourself the trouble by submitting work that is all your own! If in doubt about how to use sources appropriately, please ask!

## Intellectual Property

It is a common misconception that material on the Internet is free. However, even if a copyright notice is absent, work is the property of the creator. I expect you will post only material that is yours by right of creation unless you give proper credit (author, title, location) and indications (e.g., quotation marks). The plagiarism policy applies on the Internet too.

## Privacy Matters

The Internet may change or challenge notions of what is private and what is not. I prefer to provide disclosure up front so you know what the possibilities are. Although the course is protected by a password, such tools are not perfect as human beings are using them. You are relatively protected by the password but no one can guarantee privacy online. **Privacy for every student depends on the actions of each individual student--sharing your password with a friend or spouse is violating the privacy of your classmates. Maintain trust with your classmates; do not share your password.** You may trust your spouse with your life, but your classmates do not know this person.

Disclosure: The course software I use enables me to know which students have logged in and where in the course site they have visited. The technology support people have access to information posted at the site.

Course Security: In the event you use a public terminal (e.g., at work in a computer lab or at a hotel or library) you need to completely close the browser software when you are finished. This will prevent another person from accessing the course using your identification, doing mischief in your name, and violating the privacy of other students. For extra security and to prevent the next person at the terminal from seeing what you looked at, empty the cache on the browser. In Internet Explorer: Tools...Internet Options...General...middle section of Temporary Internet Files...Delete Files. It may take a while if no one has done it before. In Mozilla/Firefox....Edit...Preferences....Advanced....Cache....Clear Cache Guard your password and change it regularly.

## References

Minnesota State Colleges and Universities, Academic and Student Affairs

(2011). Getting started online. Retrieved from

<http://www.vfc.project.mnscu.edu/>

Kuhlenschmidt, S. (2011). Psychological Tests and Measurements – Psy 361: Web Site Syllabus.

Retrieved from

<http://www.wku.edu/~sally.kuhlenschmidt/psy361/p361syl.htm>

05/17/14

Finally, by taking this course in online format, you are agreeing to discuss your grades in either online or phone format. If you disagree, please contact me to make other arrangements.

