COMM 145 - "FUNDAMENTALS OF PUBLIC SPEAKING AND COMMUNICATION"

DEPARTMENT OF COMMUNICATION
WESTERN KENTUCKY UNIVERSITY
SPRING 2024 SYLLABUS

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OFFICE HOURS:	Tuesday/Thursday 8:00 – 12:00 p.m.

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).

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.

REQUIRED TEXT & MATERIALS

(NOTE: *You will receive access to your required textbook automatically. Please read this entire section and please go to class before purchasing anything for this course.*)

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

This class participates in The WKU Store's Big Red Backpack Program. 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. **The cost of the e-book is $72.00 which will be placed on your student bill automatically**.

Students who wish to opt-out of this program may do so, but by opting out you agree to have your e-book access terminated and **you will be responsible to obtaining the required textbook on your own or through Pearson's paywall.** You will see the opt-out link in Blackboard as you access the e-book.

Print Copies: The publisher offers a low-cost print option for students participating in First Day Access. The cost is an additional $40 and it can be obtained through The WKU Store. Opting out of First Day Access also opts out of this low-cost print option. (**IMPORTANT:** If you purchase the loose-leaf copy and later wish to opt-out, you will need to return the copy in its original condition [unbroken cellophane wrap] before the opt-out deadline.)

Additional Materials: May be determined by the individual instructor, but no additional textbook is required.

RESPONSIBILITIES OF A COMPETENT COMMUNICATOR

In order to build an open, professional classroom atmosphere everyone should follow certain ground rules. Such rules are those that create an atmosphere that allows for actual communication between two or more individuals to take place. These rules of civility include, but are not limited to:
1. **Displaying respect** for all members of the classroom community, both your instructor and fellow students, and including their expression of ideas.
2. **Paying attention to and participating** in lectures, group activities, presentations, and other exercises.
3. **Avoiding unnecessary disruptions** during class such as ringing cell phones (turn them off before class), text messaging, checking social media, private conversations, reading newspapers, or doing work for other classes.
4. **Avoiding negative, disrespectful, or derogatory language** on the basis of gender, race, color, ethnic origin, national origin, creed, religion, political belief, sexual orientation, marital status, age, uniform service, veteran status, or physical or mental disability that may unnecessarily exclude or negatively affect members of our campus and classroom community.

   (See the Student Code of Conduct for more information related to any of the above.)

Cell Phone Policy
Cell/Smart phones will not be allowed out during class time unless otherwise instructed by your professor. Cell phones shall not be used for any purpose during class time unless instructed to do so. Any student with a cell phone in hand or on the desk during class time may be asked to leave class and may be counted absent for that day. This policy applies during all classroom activities. Any student caught with a cell phone out during an exam will receive a zero on that exam and may be subject to other university discipline.

Laptop/Tablet Policy
Using a laptop or tablet to take notes during class can be very effective when properly used. However, when students use their laptop or tablet to check their e-mail, check their social networking account, instant message, surf the web, and/or play games during class, it becomes a distraction to surrounding classmates and hinders the educational process. *Studies have demonstrated that engaging in such activities during class time is linked to lower semester grade point averages than those who do not engage in these activities*. In addition, *other studies have found that these activities are distracting to those seated to the side and behind students who engage in such behaviors*. Therefore, students who choose to use a

laptop or tablet to take notes will be required to sit in the front row of the classroom and expected to stay on task and engaged in class discussion and activities.

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

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.

ACADEMIC OFFENSES: PLAGIARISM AND CHEATING

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/].

Plagiarism includes the following:
- Stating word-for-word the information from a source without indicating that you are quoting directly from the source.
- Changing key words in a passage or sentence from a source to synonyms but keeping the grammatical structure of the sentence. This is neither a quotation nor a paraphrase of the source.
- In written form, failure to use quotation marks when directly quoting a source.
- Anytime you use information, whether quoted, paraphrased, or otherwise advancing the ideas of another and you fail to give a complete oral citation of the source of the information.

To avoid plagiarism:
- Carefully make notes to keep track of where you obtained your information and have complete bibliographic citation information.
- 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 this plagiarism detection tool. 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.

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, reusing materials from another class without permission, or purchasing papers, speeches or other assignments may immediately receive a failing grade on the assignment and potentially in the course. This may also be reported for disciplinary action to the Office of Student Conduct and become part of the permanent student record. 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 if you have any questions.

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. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at 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.

The Learning Center (TLC)
The Learning Center (TLC) provides free tutoring services that empower students to achieve academic success. Trained peer tutors are available to review course content, answer questions, and demonstrate effective study strategies. TLC offers individual appointments and group sessions (PASS) for hundreds of undergraduate courses. For more information or to make an appointment, visit www.wku.edu/tlc.

Research Assistance 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 research projects by showing you what you need to know to get started and be successful. Start your research by contacting a Personal Librarian. Find them at https://libguides.wku.edu/subject_specialists, call Helm-Cravens Reference Desk at 270-745-6125, or email 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) 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).

The WKU Glasgow START Center/Writing Center will be offering writing tutoring sessions in synchronous online format as well as in person, by appointment only. More information on how to make appointments and what to expect from your appointment will continue to be posted at https://www.wku.edu/startcenter/.

Student Resource Portal
WKU has provided a link online to the Student Resource Portal. The websites presented on 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/.

Your Instructor
Your instructor is a major source of help for you throughout the semester and is always ready and willing to help you with those course issues for which you do not find an adequate answer from other resources. On the other hand, do remember that there are some questions that students often ask that are already answered in a course syllabus such as this one. Before you ask for help from your instructor, be sure that you have reviewed this syllabus, BlackBoard postings/ announcements, and emails from your instructor thoroughly. If at that point your question is not answered, then, by all means, contact your instructor by email, phone or remote video help.

TITLE IX MISCONDUCT/ASSAULT STATEMENT

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Sex and Gender-Based Discrimination, Harassment, and Retaliation (#0.070) and Discrimination and Harassment Policy (#0.2040). 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 Executive Director, Office of Institutional Equity/Title IX Coordinator, Ena Demir, 270-745-6867 or Title IX Investigators or Michael Crowe, 270-745-5429. 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.

ONLINE CLASS Statement (only online classes must include this in their syllabus)

The U.S. Department of Education requires that distance education courses must include regular and substantive interaction between students and faculty. For more information about Regular and Substantive Interaction at WKU, please visit the Regular and Substantive Interaction in Online and Distance Learning webpage.

In this course, regular and substantive interaction will take place in the following ways:

- **Weekly communication with students,**
- **Faculty participation in discussion boards,**
- **Weekly announcements, and**
- **Timely and detailed feedback on assignments provided within one week of submission.**

ARTIFICIAL INTELLIGENCE STATEMENT

AI tools prohibited:

Artificial intelligence (AI) tools are not permitted for any type of work in this class. If you choose to use these tools, your actions will be considered academically dishonest and a violation of the WKU Student Code of Conduct.

ASSIGNMENTS

FOR ALL SPEECH ASSIGNMENTS: YOU MUST PRESENT YOUR SPEECH ON THE DAY ASSIGNED. If you miss class for an unexcused absence on your scheduled speech day or are not prepared to speak and do not present as scheduled, you will receive a grade of "0" for that speech assignment.

- **Basic Requirements:** This semester 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 those requirements of the assignment. As you prepare your speech, please allow enough time to practice orally so that you can make appropriate adjustments to your speech in order to meet these time limits.

- **Outlines:** Outlines are <u>required</u> for two of the graded speeches. **Late outlines may receive comments from your instructor but may not be assigned points.** The outline should include: 1) specific purpose state, 2) the central idea, 3) a complete sentence outline of the speech, 4) a list of sources (i.e. a bibliography in APA or MLA format) you used in the preparation of the speech, & any other form your instructor may assign. **(NOTE: A copy of either the Information and Diversity Speech or the Persuasive Speech outline may be retained by the instructor for departmental course assessment purposes.)**

Speech 1: Introduction Speech (2-3 minutes)

You will do one of two possible types of an introduction speech described below based on teacher preference.

Classmate interview speech-The speech serves a number of purposes. It is designed to get to know the rest of the class and for them to learn something about you, to practice organizing a speech, and to get you up on your feet and speaking. Each student will introduce someone else in the class. Tell us what makes the person interesting, what their future goals are, etc. Each student will interview another member of the class, organize, and present a 2-3 minute speech. Each student must complete an outline. You may use no more than one single-sided index card. The speech must contain an introduction, body, and conclusion. The most effective speeches will center around a theme with two or three main points to support the theme rather than listing random details about the person's life.

OR

"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 addition 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 3 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, poster board, video/DVD etc.).

Speech 3: Persuasive Speech (5-6 minutes)

This is a 5-6 minute action-oriented persuasive speech. The purpose of this persuasive speech is to influence the audience's beliefs or actions. The speech should contain a problem/need and solution(s) to the problem/need, including action steps the audience can take. Possible topics will be provided by your instructor, but you are not limited to the list received from your instructor provided your instructor approves your topic. The speech may be organized in one of three different patterns: *Problem-Solution*, *Problem-Cause-Solution*, or *Monroe's Motivated Sequence*. 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 four different sources (only two may be from websites) and use three or more types of

amplification/supporting materials. No visual aid is required (unless otherwise stated by your instructor), but please keep in mind that a visual aid can be a very effective way to persuade your audience to act on your topic when used properly.

Group Assignment

This assignment will be performed with others in your class. I will be connecting you with other group members and you will deliver a training via Zoom on a topic of your choice. More to come toward the end of the semester.

Self-Evaluation

Each student will complete two self-evaluations using the POPS online program. Each student will follow the instructions given by his/her instructor on what comments are to be included. Once the self-critique is finished, the self-critique is to be printed using the commands within the program and submitted to your instructor.

Written work/homework/In-class activities/Quizzes

In addition to the speeches, you will be graded on several in class/homework activities and/or written assignments as required by your instructor.

Examinations

Exams and/or quizzes will also be used to gauge your understanding of the course material. The testing (exams and quizzes) schedule is located on the tentative daily schedule, but unscheduled quizzes may be given to assess your understanding of the chapter materials. Please come to class having read the chapter being discussed. Exams and quizzes may include various question formats.

ATTENDANCE

Excused Absence Policy
Speeches, homework, and assignments cannot be made up unless your instructor officially excuses your absence, which means you **must provide proper documentation**. You are responsible for contacting your instructor regarding any excused absence. You must present written documentation **in advance** of an absence for a university-sponsored event and the day you return to class for any other absences or it will be counted as unexcused. Approved make-up work is due the **first-class meeting of your return**. For presentations, the speech order is determined in advance; therefore, if you are traveling for a university related event, you must swap places with a speaker going on an earlier day.

An excused absence is defined as:
1. Illness of the student or serious illness of a member of the student's family for whom the student is a caregiver. This includes absences due to the necessity to quarantine for the recommended time due to positive test for Covid-19 or direct exposure to someone who tested positive for Covid-19 and in accordance with CDC guidelines or as required by the Commonwealth of Kentucky and/or the Warren County Health District. If you are instructed to quarantine by WKU or the health department officials, you should forward any documentation to your instructor for their records of your being excused and make arrangements for how you will continue your learning remotely.
2. The death of a member of the student's immediate family (parent, grandparent, sibling, child or grandchild – including step-relationships for each).
3. Trips for members of student organizations sponsored by an academic unit, mandatory trips for university classes, and trips for participation in WKU sanctioned intercollegiate academic or athletic events.
4. Major religious holidays that require the religious adherent to refrain from normal daily activity or work.

GRADING POLICY

Speech One: Introductory/Interview Speech	50 pts.
Speech Two: Speech of Information and Diversity	100 pts.
Speech Three: Persuasive Speech	150 pts.
Outlines: 30/30 pts. each	60 pts.
Group Presentation/Paper (Online = Group paper)	100 pts.
. Quizzes	175 pts.
Self-evaluation (using POPS program) x 2	50 pts.
Exams (3 exams – 100 point each)	300 pts.

Total: 825 pts.

FINAL GRADE SCALE

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(Print this page, complete it based upon your choice, sign it, and give to your instructor.)

Discussing Grades

You may be able to check your grades in an online grade book on BlackBoard if your instructor uses the BlackBoard course management system. Of course, you can ask your instructor about grades via e-mail, but your instructor is not allowed by law to reply in any detail using e-mail, unless he/she has your written signature. This is to protect your privacy. E-mail is not a secured/private form of communication. Therefore, please print this form, complete it below, and submit it to your instructor for her/his records.

Read and initial EITHER A or B:

    A. "I give my consent to the instructor to discuss my course grades with me via e-mail." _____ (Initial)

OR

    B. "I prefer the following method for discussing course grades (e.g., phone call, wait for registrar's notice at end of term; Choice is subject to negotiation of a mutually acceptable method)." _____ (Initial)

       Name Method: _____

"I will promptly notify the instructor in writing (via signed written notice AND receipted e-mail) of any change in my wishes."

_____   _____

Student Signature   Date

_____

Student Name Printed