USCAnnenberg

COMM 204: Public Speaking

Summer 2018 | Session 051 | Section: #20374
Monday/Wednesday/Friday | 12:00pm-2:50pm
June 27 – August 8 | 6 weeks
Location: ANN 209

Course Information
*Updated: 6/24/18

Instructor: Rogelio Alejandro Lopez
Office: ASC G4
Email: rogeliol@usc.edu
Office Hours: Wednesday, 11:00am-11:50am

Course Description

Public Speaking provides students with an overview of the field, covering relevant theory and practitioner insights, with attention to different skills and strategies that can hone students' speech writing and delivery in public life and the professional world. Outcomes include enhancing students' ability to create and prepare the oral presentation and delivery of ideas, using techniques that consider audiences, listening and audio formats, and visual and performance cues.

Learning Objectives

By the end of this course, students will:
- Organize ideas and arguments for oral and audio delivery and comprehension.
- Identify audiences and modify content to meet context specific needs.
- Develop skills and strategies to capture audience attention and imagination.
- Explore a range of oratory formats for different occasions, from argumentation to humor.
- Gain experience and practice with writing and delivering speeches in a college setting.
- Demystify public speaking - seeing it as something that can be improved with practice.

Description of Assignments

Students will be responsible for the following assignments:
1. **Speeches (5)**: Each student is responsible for a total of (5) speeches. In order to receive full credit, students must submit an outline of each speech and deliver the speech in-class. The outline must be 1-page double-spaced (with an additional page for

references), 11-12 point font, 1-inch margins, in MLA format, and include name, date, course, instructor, page numbers, and a paper title. Outlines should be *both printed and emailed* on the day of the presentation.

    a. **Biographical Speech (5 minutes)**: A free-structured speech where you tell the audience about yourself: Who are you? What are your interests? What are three things we should know about you?

    b. **Informative Speech (8-10 minutes)**: Essentially a journalistic research paper in speech format, where you remain more or less objective. Students must submit a topic or current event for instructor approval by Friday July 6. Students must include at least 3 sources for support: 1 scholarly (book or academic journal article) and 2 secondary sources (news articles or government data).

    c. **Persuasive Speech (8-10 Minutes)**: A type of research paper with an advocacy spin, requiring students to take a stance on an issue and convince the audience to see their side. Each student must familiarize themselves with the arguments and counterarguments for and against their stance, presenting two sides of an issue. Students must submit their topic for approval by Friday, July 13, and must include at least 3 sources for support (1 academic, 2 secondary).

    d. **Interactive Speech (8-10 Minutes):** A speech where students use media, props, and other artifacts to convey their message and evoke audience participation. Students are encouraged to use PowerPoint, videos, music, or physical objects that can help support their presentation and involve the audience. The format can be informative or persuasive, and students can revisit topics from prior speeches. Students must submit their topic for approval by Friday, July 20, and must include at least 3 sources for support (1 academic, 2 secondary).

    e. **Ceremonial Speech (2-5 Minutes):** A speech meant to prepare students for real-life events that require some form of event-related public speaking, from a wedding toast, graduate commencement, award acceptance, or keynote address. Students should match the format according to the chosen occasion, from congratulatory, to inspirational, to thought-provoking. Students should submit a brief outline, but no sources are required.

2. **Speech Analysis Papers (2):** Each student will write 2 paper assignments that will examine and analyze a notable and/or historic speech. Students must submit their speech ideas to the instructor for approval via email *48 hours prior to the due date*, and must be in English unless approved otherwise. The paper must be no more than 2-3 pages in length, double-spaced, 11-12 point font, 1-inch margins, in MLA format, and include name, date, course, instructor, page numbers, and a paper title.

3. **Presentation Reflections (3)**: Each student must provide an assessment of their own speeches, with emphasis on current strengths, constructive critique, areas for improvement, and lessons learned. Each reflection paper must be 1-page double-spaced (with an additional page for references), 11-12 point font, 1-inch margins, in MLA format, and include name, date, course, instructor, page numbers, and a paper title.

4. **Listener Feedback**: As listeners and audience members, each student will be required to write short constructive comments for their peers on index cards, which will be submitted directly to the instructor at the end of class. Students should emphasize strengths, areas for improvement, and words of encouragement. This feedback will count towards your participation grade.
5. **Extra Credit**: In addition to required assignments, students will have the opportunity to receive an additional 5% of optional extra credit. Students must receive approval from the instructor by August 1, and must deliver the final product by the last day of class (August 8).
   a. Podcast
   b. Poetry/Spoken Word/Hip-Hop
   c. Sales-Pitch
   d. Comedy/Stand-up

Attendance and Participation: Apart from preparing to speak in public settings, students must also develop the skills and experience to be active and engaged listeners. As such, attendance for the course is mandatory and will comprise 10% of the student's total grade. Excused absences require email communication with the instructor and supporting documentation (ex. Doctor's note). More than 2 unexcused absences will result in a 5% (half-letter-grade) drop in the student's final grade per additional absence. Students are also expected to be in class on time, and excessive tardiness will affect the final grade, and arriving more than 15 minutes late will result in an unexcused absence.

Grading Breakdown

Assignment	Due Date	Points	% of Grade
Biographical Speech	Mon - July 2	100	10%
Informative Speech	Wed - Jul 11	100	15%
Persuasive Speech	Wed - July 18	100	15%
Interactive Speech	Wed - July 25	100	15%
Ceremonial Speech	Wed - Aug 1	100	10%
Speech Analysis Papers (2)	7/9; 7/23	25 each	10%
Presentation Reflections (3)	7/13; 7/20; 7/27	25 each	15%
Attendance and Participation	n/a	75	10%
Extra Credit	Wed - Aug 8	25	5%
Total			105%

Grade Scale

97-100%: A+	80-83%: B-	64-66%: D
94-96%: A	77-79%: C+	60-63%: D-
90-93%: A-	74-76%: C	0-59%: F
87-89%: B+	70-73%: C-	
84-86%: B	67-69%: D+	

Required Texts

Acquiring the following texts and reading them in a timely fashion is mandatory for all enrolled students. Supplemental reading material may also be added to the course via Blackboard two weeks ahead of its use in class. Students should plan to dedicate 1-2 hours for each assigned reading prior to class, and must be prepared to ask questions and engage with the material. The instructor reserves the right to implement pop-quizzes if students are not keeping-up with readings.

1. Public Speaking: The Virtual Text (The Public Speaking Project) – available for free here: http://publicspeakingproject.org/psvirtualtext.html

2. The Well-Spoken Thesaurus: The Most Powerful Ways to Say Everyday Words and Phrases by Tom Heehler [**Optional**]

*All other required viewing or reading assignments will be posted to Blackboard

Course Schedule

Week 1 - Introduction to Public Speaking

Wednesday - June 27 - Introduction to Public Speaking
Film: The King's Speech (1 hr 58 min)
Required Reading: News Articles (via Blackboard)

Friday - June 29 - Overview and Basics of Speech Preparation (Power Relations - Gender, Class, Etc.)
Required Reading: PSVT Ch. 1: Introduction to Public Speaking

Week 2 - Telling Your Story: The Biographical Speech

Monday - July 2
Due: Autobiographical Speech
Required Reading: TWST: The Well-Spoken Vocabulary; PSVT Ch. 11: Speaking with Confidence
Wednesday - July 4 *HOLIDAY/NO CLASS*

Friday - July 6
Required Reading: PSVT Ch. 7: Supporting Your Ideas; PSVT Ch. 15: Informative Speaking

Week 3 - A Well-Researched Topic: The Informative Speech

Monday - July 9
Due: Speech Analysis Paper 1
Required Reading: PSVT Ch. 8: Organizing and Outlining

Wednesday - July 11
Due: Informative Speech

Friday - July 13
Required Reading: PSVT Ch. 16: Persuasive Speaking

Week 4 - Taking a Stand: Persuasion and Advocacy

Monday - July 16
Film: The Great Dictator (2 hr 5 min)
Required Reading: PSVT Ch. 6: Critical Thinking and Reasoning

Wednesday - July 18
Due: Persuasive Speech

Friday - July 20
Required Reading: PSVT Ch. 3 Ethics in Public Speaking; TWST: The Seven Rhetorical Sins

Week 5 - Engaging the Senses: The Interactive Speech

Monday - July 23
Due: Speech Analysis Paper 2
Required Reading: PSVT Ch. 17: Special Occasion Speaking

Wednesday - July 25
Due: Ceremonial Speech

Friday - July 27
Required Reading: PSVT Ch. 13: Visual Aids; "10 TED Talks That Used Visual Graphics to Win the Audience" (BB)

*Week 6 - **Words for Any Occasion**: **The Ceremonial Speech***

Monday - July 30 - Stand-up Comedy as Public Speaking
Required Reading: TBD

Wednesday - August 1 - Recording and Editing Audio
Required Reading: TBD

Friday - August 3 - Introduction to Podcasts
Guest Lecture: Andrea Alarcón
Required Reading: TBD

*Week 7 **- From Airwaves to Cyberspace: The Podcast***

Monday - August 6
Due: Interactive Speech

Wednesday August 8 *LAST DAY OF CLASS* - Alternative Formats: Hip-Hop and Spoken Word
Due: Podcasts/Extra Credit
Due: Speech Reflection #3
Required Reading: TBD

Course Policies

Classroom & Participation Conduct - The fear of public speaking, also known as glossophobia, is among the most common in the world. As such, cultivating an intentional, mutually respectful, self-reflexive, and democratic participation environment - where disagreement is not a personal attack, antagonistic, nor disruptive - is key. With that said, there is zero tolerance for communication that is disrespectful, hateful or harmful, or that violates USC's Code of Ethics.

Technology Use - The use of laptops or phones during class is *not permitted* unless stated otherwise by the instructor. Students should come to class prepared to be fully engaged as listeners, without technological distractions. Please come prepared to take notes with pen/pencil and a notepad instead.

Assignment Submission - Students should expect to print all assignments and bring the hard-copy to the start of class for direct submission to the instructor on the due date. If the

student is unable to submit on the due date due to an emergency, they must let the instructor know as soon as possible via email and provide documentation. Unless approved by the instructor, late assignments, either written or presentations, will drop a total letter grade per additional late day, and will receive a zero after the third day.

Academic Integrity - All work produced during and for this course must be the student's own, and references to the work of others will follow academic guidelines (ex. proper citations, fair use) and must be adequately attributed. There is zero tolerance for plagiarism in this course, and any student suspected of academic dishonesty will be reported to the Student Judicial Affairs and Community Standards Office - where sanctions can range from a failing grade in the course to expulsion from the university. For more information, see Sections 11 and 13 of the University Student Conduct Code.

Academic Accommodations - Special accommodations can be made for students registered with Disability Services and Programs (DSP). Students must provide official documentation from DSP as soon as possible - preferably within the first week of class. If you have any questions about this process, please contact DSP directly via email at ability@usc.edu or by phone at (213) 740-0776.

Student Support Services

Student Writing Center - Students looking to improve, strengthen, and/or polish their academic writing can make an appointment at The Writing Center for individual consultation and/or group workshops. For more information visit their website (https://dornsife.usc.edu/writingcenter/), or contact the center via phone (213-740-3691) or email (writing@usc.edu).

Student Counseling Services - Students experiencing personal or emotional distress can make an appointment at the Engemann Student Health Center, which provides general counseling, psychiatric services and therapy, and various kinds of wellness support groups. For more information about making an appointment, visit the Engemann website (https://engemannshc.usc.edu/counseling/), or call (213) 740-7711. Crisis therapists are also available via phone 24/7 at (213) 740-7711.

Relationship and Sexual Violence Prevention Services - The Engemann Student Health Center also provides support services for gender and power-based harm, such as sexual assault, domestic violence, and stalking. An appointment can be made in person at Engemann, Suite 356, or by phone at (213) 740-4900 (press "zero" after hours in case of emergency). For more information, visit https://engemannshc.usc.edu/rsvp/.

Protection Against Harassment and Discrimination - The USC Title IX Office and Office of Equity and Diversity respond to harassment and/or discrimination faced by a protected status or characteristic, whether race, ethnicity, nationality, physical disability, gender, sexual orientation, veteran status, etc. For more information about the Office of Equity and Diversity, visit

http://equity.usc.edu/. To report an instance of harassment or discrimination, visit http://titleix.usc.edu/, email at titleix@usc.edu, or call (213) 740-5086.

Student Support and Advocacy - The USC Student Affairs provides various student support and advocacy services, including: helping students navigate the university, breaking down university policies, assisting students with crisis management, facilitating a leave of absence (medical and non-medical), and grade disputes. For more information, visit https://studentaffairs.usc.edu/ or call (213) 821-4710.

Campus and Public Safety - The Department of Public Safety (DSP) oversees the safety of the USC campus and surrounding community, by physically patrolling the campus with DSP officers, responding to crime or complaints, providing students with safe transportation after hours, offering safety trainings and tips, and providing real-time safety information via text and email alerts. For more information about any of these services, visit https://dps.usc.edu/, or call (213) 740-6000. To contact DSP during an emergency, please call (213) 740-4321.