
Effective Speaking

College of Central Florida
Department of Communication & Science

SPC 2608-07: Effective Speaking (3 cr./hrs.)
Spring 2023 (January 9- May 4)

Instructor: **ALLISON B. CAMPBELL, MA, APR, CPRC**
Location: Bldg. 2
Class Time: Hybrid –Online work including Face to Face classes on Fridays 9:30 a.m. – 10:45 a.m.
Office hours: By appointment
Phone: 352-895-4693
Email: campbela@cf.edu

Required Text & Materials:

Book: O’Hair, D., Rubenstein, H., & Stewart, R. *A Pocket Guide to Public Speaking* (book title)
Boston: Bedford / St. Martins ISBN: 978-1-319-10278-4

A. Book is 6th edition – has a Blue cover.

B. **Important Note:** Readings are expected to be completed by the date assigned to them in the Course Schedule. Lectures are designed to supplement, *not replace*, the readings. You may be tested on materials from both lectures and the readings. **Please bring your book to every class.**

Optional Text: Anderson, C. (2017). *TED talks: The official TED guide to public speaking*. New York, NY: Mariner Books.

Canvas: I will use Canvas to predominantly communicate with you during the semester. Any additional relevant documents included in Canvas are also required for assignments and lectures as needed.

Remind app: From time to time, I may also use the Remind app to communicate directly with students and for reminders.

The Course:

SPC2608 is a three-credit hour course required for an Associate of Arts degree and for many Associates in Science programs. SPC 2608 presents principles of oral communication common to speaking and listening. The purpose is to introduce, reinforce and measure learning in good communication, reducing communication anxiety, credibility of sources, organizational structure of speeches, fundamentals of introductions, transitions and conclusions and outlining speeches. This course will include activities like group discussion, speech critiquing, video recording, and delivering speeches to introduce, to commemorate special occasions, to inform, and to persuade. Emphasis is on preparation and delivery techniques for extemporaneous speaking.

Pre-requisites: None

Course Overview:

This course is designed to develop student's competency in oral communication, an understanding and appreciation of the communication process, and the theoretical and practical requirements of public presentations. The course will include instruction in speech-related topics including basic research, preparation, messaging, audience analysis, delivery, nonverbal communication, listening, speech criticism, and the processes of communication. The course also introduces students to appreciate communication in settings of cultural and social significance. Overall, this course should help you to develop skills that you will use in every aspect of your public and private life, from other classes and future and current employment experiences to relationships and interactions with all individuals and groups you encounter. Effective communication skills are some of the most valuable attributes to attain.

Learning Outcomes:

| Institutional Learning Outcomes | Quiz | Exam | Project/ Paper | Classroom Activity | Service Learning |
|---------------------------------------------------------------------------------------------------|------|------|-------------------|-----------------------|---------------------|
| Communication: The student will read, write, speak, and listen effectively. | | | | | |
| 1. Read materials and effectively understand essential facts and concepts. | | | | x | |
| 2. Write an organized document that communicates effectively and appropriately for the situation. | | | x | | |
| 3. Listen actively to comprehend main ideas and essential details. | | | | x | |
| 4. Express clear, well-organized ideas through oral communication. | | x | x | x | |

Course Expectations:

- 1. Cell phone usage during class time (including scrolling your phone) will not be permitted during class, including during speeches. Even if in attendance for class, if scrolling or looking on your phone, the participation credit for the day will be zero (0). You may receive a warning for this behavior, but don't expect one. Please be respectful of your professor and peers.**
- 2. All ideas should be allowed to be expressed and at times activities, readings or discussions may seem controversial. Additionally, at times, I or another student may challenge the things you say, and how you say them. This is NOT meant to offend but rather encourage critical thinking, concrete expression of your opinion and respectful, civil dialogue. If at any time you feel offended, please feel free to talk to me about it.**
- 3. You are expected to be on time for class. Each day of in-class attendance and participation counts as 3.3 pts. toward your participation grade. Tardiness will be indicated within 10 minutes of class start times. Excessive tardiness will impact your final participation grade.**

4. On designated speech days, once speeches begin, no one will be allowed to enter the classroom. Tardiness will not be accepted.
5. When a student is at the lectern, academic courtesy dictates that no one enters or exits the classroom while the speech is conducted.
6. You will be allowed one class absence to not count against your participation grade. Advanced notice of planned absences is preferred to assist in speech assignments and other activities. Excessive absences will result in a deduction in your grade.

Requirements for assignments and speeches:

1. Because this class is hybrid, online discussion posts and reviewing/commenting on video lectures will be required. Each week, ensure to follow along in Canvas for assignments as they vary in scope and interest. Online discussions are due each Thursday by 11:59 p.m. Late posts will receive 1 point deduction for each week late. No posts accepted after three weeks late.
2. All outlines must be typed (both rough drafts and final drafts) and must be turned in on the days assigned to receive full credit. Outlines should always follow the template in Canvas explicitly including always having a bibliography. They will be turned in through Canvas.
3. In speech citations will be required on major speeches and the number of the requirement will be indicated in each speech rubric. The sources should be included in your outline bibliography.
4. Major speeches **must** be given on assigned days. If not, the grade will automatically be a zero (0).
5. **Neither major nor minor speeches can be made up for any reason.** You must prepare in advance, practice and be ready for your speeches.
6. Appropriate appearance and attire are required for all speeches even in your videos. Not hats or hoodies are to be worn during speeches unless they are key to your visual aid. **Appearance will always be a part of your speech grade.**
7. Four Major speeches will have time constraints. In this course:
 - Speeches under 2 minutes are not accepted
 - Speeches from 2:00 to 2:59 incur a 10-point penalty
 - **Speeches from 3:00 to 6:59 incur no penalties for time violations**
 - Speeches from 7:00 to 7:59 incur a 7-point penalty
 - Speeches from 8:00 to 8:59 incur an 8-point penalty
 - Speeches from 9:00 to 9:59 incur a 9-point penalty
 - Speeches 10 minutes or longer are not accepted

Assignment Point Values:

| | |
|--------------------------------|---------------------------|
| Discussion posts/Participation | 100 pts. |
| Speech Critique(s) | 100 pts. (50 pts. each) |
| Minor and Impromptu Speeches | 50 pts. |
| Case for Support Speech | 50 pts. |
| Debate Speech | 100 pts. |
| Outlines | 150 pts. (50 pts. each) |
| Major Speeches | 450 pts. (150 pts. each) |
| <u>Final Exam (optional)</u> | <u>150 pts.</u> |
| TOTAL: | 1000 – 1150 POINTS |

Grading Scale:

| |
|----------------------|
| 900-1,150 = A |
| 899-870 = B+ |
| 869-800 = B |
| 799-770 = C+ |
| 769-700 = C |
| 699-600 = D |
| 599-0 = F |

Speech Assignments: Much more specific detail will be provided on Canvas and in class

1. Your first discussion post will be a video speech of self-introduction designed to help the class to get to know each other better. Additionally, it helps your professor see where people are in terms of their ability to initially speak for the beginning of the course. While the point value won't be the same as for other speeches, it is no less important.
2. Participation and Impromptu Speeches: At times in class, you will be given a topic to give a short speech about it. Times will range from 1 to 2 minutes. The speeches will count for **10 pts. each**. Speaking half the amount of time allotted will result in **3 pt. deduction** and refusing to speak, being absent on impromptu speech day, or not participating will result in a **0** on the assignment.
3. Case for Support Speech: Is designed to address a specific societal need of interest and present a "case for support" why your cause or need is important and deserves others' attention and support. Consider this like a fundraising pitch to get others interested in a cause.
4. Debate Speech: You will be given a choice of topics for you and a fellow classmate to debate different sides of the issue. Topics will be chosen collectively by the whole class. The debates will occur with two minutes given to each side and one minute for rebuttal.
5. Informative Speech: Is designed to apply course principles to effectively share information about a topic (an issue, person, place, thing, etc.) that has a direct affect upon your audience.
6. Persuasive Speech: Is designed to utilize principles of rhetorical theory to impact how another thinks, acts, or feels about a given issue. This speech can focus on current events or other issues relevant to your interests. The purpose is for you to attempt to persuade your audience why your approach, idea, concern, etc. should be considered by your audience.
7. Commemorative (Mediated) Speech: This speech offers you the opportunity to record and create a Thank You speech to whomever has influenced your life.

Written Assignments:

1. Personal Mission Statement (Precursor to Case for Support Speech): This written exercise offers you the opportunity to write something about a topic or cause about which you are passionate. Using the concept: “I believe... therefore I will...” leads one to self-reflect and critically think how to share beliefs and put their thoughts into action.
2. Speech Critiques: You will be asked to view and critique speeches two times this year. By reviewing another’s speech (usually found online), using the same rubrics used by your professor, it prepares you for how your professor will view and critique/grade your speeches.

| 50 | 40 | 30 | 20 | 0 |
|--------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-----------------------------------------------------------------------------------|---------------------|----------------|
| High quality grading form fully filled out with duration and detailed notes in comment box | Missing one of: grades, comments, speech duration, or final total grade | Missing more than one of: grades, comments, speech duration, or final total grade | Shows little effort | No Work |

3. Outlines: For your informative, persuasive and commemorative speeches you are required to draft a speech outline for your professor and/or student comments. Each outline is worth 50 pts. If no outline is provided, then you will receive a **zero** out of 50 points. Outlines will be graded on the following scale

| 50 | 40 | 30 | 20 | 0 |
|----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|---------------------|----------------|
| High quality following outline format including thesis statement, introduction, main points and transitions and conclusion | Missing one of: thesis, introduction, main points, transitions and/or conclusion | Missing more than one of: thesis, introduction, main points, transitions and/or conclusion | Shows little effort | No Work |

Proposed Class Schedule:

****Course Schedule is Subject to Change as Determined by the Professor****

| <u>Date</u> | <u>Topic</u> | <u>Reading Due</u> | <u>Assignment Due</u> |
|---------------------------------|------------------------------------------|--------------------|------------------------------------------------|
| Week 1 | | | |
| M- Th- Jan 9 Hybrid Days | Welcome to SPC 2608 | CH 1-2 | Discussion Post |
| F – Jan 13 | Intro to Comm/ Becoming a Public Speaker | Syllabus/CH 1-2 | Speech of Self Introduction info |
| Week 2 | | | |
| M-Th – 16-19 Hybrid Days | Speech Anxiety | CH 3 | Video Speech of Introduction |
| F- 20 | Topic and Purpose & Developing Support | CH 7 & 8 | Introduction Speech Responses by Sunday |

| <u>Date</u> | <u>Topic</u> | <u>Reading Due</u> | <u>Assignment Due</u> |
|-------------------------------|-----------------------------------------|--------------------|-----------------------------------------------------------|
| Week 3 | | | |
| M-Th 23-26 Hybrid Days | History of Communication | | Discussion Post |
| F – Jan 27 | Delivery & Speaking with Presentations | CH 16 – 18 & 19 | Personal Mission Statement by Sunday at 11:59 p.m. |
| Week 4 | | | |
| M- Th 30-Feb2 Hybrid Days | Introductions / Conclusions | CH 14 | Discussion Post |
| F- Feb. 3 | Organizing Your Speech & Patterns | CH 11 & 12 | Begin work on Case for Support |
| Week 5 | | | |
| M-Th 6-9 Hybrid Days | Social Change Communication (Online) | | Discussion Post |
| F – Feb.10 | Speeches of Case for Support (A) | | |
| Week 6 | | | |
| M-Th – 13-16 Hybrid Days | Relationship Communication | | Discussion Post |
| F – Feb. 17 | Speeches of Case for Support (B) | | Speech Critique 1 Due |
| Week 7 | | | |
| M-Th – 20-23 Hybrid Days | Outlines | CH 22 & CH 6 | Discussion Post |
| F – Feb 24` | Audience Analysis & Informative Speech | | Informative Outline Due |
| Week 8 | | | |
| M-Th –27-Mar 2 Hybrid Days | Presentation Aids | CH 20, CH 27 & 28 | Discussion Post |
| F – Mar. 3 | Informative Speeches (A) | | |
| Week 9 | | | |
| M-Th – 6-9 Hybrid Days | Special Speaking Situations | | Discussion Post |
| F – March 10 | Informative Speeches (B) | | Speech Critique 2 Due |
| Week 10 | | | |
| M-F – March 13-19 | SPRING BREAK – ENJOY! | | |

| <u>Date</u> | <u>Topic</u> | <u>Reading Due</u> | <u>Assignment Due</u> |
|-------------------------------|------------------------------------------------------------------------------------------|--------------------|-------------------------------------------------------------------------------------|
| Week 11 | | | |
| M-Th- 20-23 Hybrid Days | Principles of Persuasive Speaking | CH 23 | |
| F – March 24 | Constructing the Pers. Speech | CH 24 | Debate Topics Selected |
| Week 12 | | | |
| M-Th – 27-30 Hybrid Days | Communication Theories of Persuasion | | Discussion Post |
| F – March 31 | Debate Speech Day (A) Last date to withdraw with “W” – Friday, March 31 | | |
| Week 13 | | | |
| M-Th – Apr 3-6 Hybrid Days | TED Talk Post | | Discussion Post |
| F – April 7 | Debate Speech Day (B) | | Persuasion Outline Due |
| Week 14 | | | |
| M-Th – 10-13 Hybrid Days | Ethics & Language | CH 4 & 15 | Discussion Post |
| F – April 14 | Persuasive Speeches (A) | | |
| Week 15 | | | |
| M- Th 17-20 Hybrid Days | Listening | CH 5 | Discussion Post |
| F – April 21 | Persuasive Speeches (B) | | Mediated Speech Outline Due |
| Week 16 | | | |
| M-Th – 24-27 Hybrid Days | Most important principles of communication | | Discussion Post |
| F– April 28 | Wrap Up and Pros & Cons | | Mediated Speech Due by 11:59 p.m. Prepare for Exam (if applicable) |
| Week 17 | | | |
| M-Th – May 1-4 | | | FINAL EXAM (optional) – 2:00 p.m. |