

ANGELINA COLLEGE FINE ARTS DIVISION

BUSINESS AND PROFESSIONAL SPEAKING - 1321

FALL 2016 (Revised 08/27/2016)

Instructional Syllabus FTF

I. COURSE DESCRIPTION: Speech 1321 – Business and Professional Speaking. This class introduces communication skills needed in business and professional contexts. The focus is on developing a working knowledge of theory and skills for interpersonal communication, groups, teams, and presentations. Three credit hours awarded for completion of the course.

INTENDED AUDIENCE

The intended audience is any student who desires to improve public speaking skills.

INSTRUCTOR

Instructor: Ms. Suzi Honeywell

Office: Polk County Center - Livingston

Telephone: (936) 633-4575

Office hours: By Appointment

Email: Best method ///within your Blackboard course or shoneywell@angelina.edu

II. INTENDED STUDENT OUTCOMES

- A. Core Objectives Required for this Course (interim)**
- 1. Critical Thinking:** to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
 - 2. Communication:** to include effective development, interpretation and expression of ideas through written, oral and visual communication
 - 3. Social Responsibility:** to include the ability to connect choices, actions, and consequences to ethical decision making.
- B. Course Learning Outcomes for all Sections - Upon successful completion of this course, students will:**
- 1. Recognize and understand the foundational models of communication.**
 - 2. Apply elements of audience analysis.**
 - 3. Demonstrate ethical speaking and listening skills.**
 - 4. Research, develop, and deliver extemporaneous speeches with effective verbal and nonverbal techniques.**
 - 5. Demonstrate effective usage of technology when researching and presenting speeches.**
 - 6. Understand how culture, ethnicity, and gender influence communication.**
 - 7. Develop proficiency in presenting a variety of speeches as an individual or group (e.g. narrative, informative, or persuasive).**

III. ASSESSMENT MEASURES OF STUDENT LEARNING OUTCOMES

- A. Assessments for the Core Objectives:**
- 1. Critical Thinking:** Students are assessed through questions embedded in exams, which reflects evaluation of persuasive speeches. The questions embedded in exams will measure selection and understanding of information, application of material, analyzing points of view and arguments, and formulating solutions.
 - 2. Communication:** Students are assessed by means of a rubric which reflects evaluation of written, oral, and visual communication skills in a speech that utilizes a visual aid. Students will be assessed by means of the standardized AC rubric for Communication.
 - 3. Social Responsibility:** Students are assessed through questions embedded in exams. These questions will reflect evaluation of intercultural competencies, civic responsibility, and community engagement.
- B. Assessments for Course Learning Outcomes**
- 1. Students will demonstrate recognition and understanding of the foundational models of communication through questions embedded in exams.**
 - 2. Application of the elements of audience analysis will be reflected through questions embedded in exams.**
 - 3. Students will demonstrate ethical speaking and listening skills through the presentation of persuasive speeches.**
 - 4. Students will present four extemporaneous speeches evaluated by a grading rubric gauging verbal and nonverbal techniques. Works cited pages will be submitted as well as an outline to evaluate research and development.**
 - 5. Students will demonstrate the effective use of technology by using presentation software in at least one presentation.**
 - 6. Students will demonstrate an understanding of how culture, ethnicity, and gender influence communication through questions embedded in exams.**
 - 7. Students will demonstrate comprehension of presentation skills for a variety of speeches throughout the semester.**

III. INSTRUCTIONAL PROCEDURES

Methodologies, which are utilized in presenting course content, include but are not limited to lectures, class discussions, student presentations, journal writing, audiovisual presentations, role-play activities, and small group scenarios.

IV. COURSE REQUIREMENTS AND POLICIES:

A. Required Textbooks, Materials and Equipment – Communicating at Work: Principles and Practices for Business and the Professions, 11th edition. Ronald B. Adler, Jeanne Marquardt Elmhorst***Note: You will be taping one of your speeches and completing a self-critique as well as a peer critique. Please make certain that your computer is capable in handling a video recording!**

B. Assignments – (*Appropriate due dates, schedules, deadlines*)

1. Performance assignments:

Each student enrolled in SPCH 1321 is expected to complete four individual speeches during the period of time set aside for student speeches. Each speech will be assigned a numeric grade ranging from “0” to “100”. Each speech is critiqued and graded according to the guidelines on the Specific Critique Sheets that students will receive prior to speaking assignments. When a student fails a speech, his/her failure is almost always due to one or more of the following problems: (1) he/she is not prepared to speak; (2) he/she fails to meet the requirements of a specific speaking assignment; (3) he/she fails to follow the required dress code for speakers; or (4) he/she reads a speech rather than delivering it extemporaneously.

In addition, each of the “Speaking Assignments” has a specific time requirement. Each student must keep his/her presentations within these time requirements. **A penalty of one point per 10 seconds** will be deducted from the student’s grade for all deviations from the required time limits on each speech. Several weeks of the semester will be allotted for student speeches.

2. Performance: Speeches are to be extemporaneous. Therefore, they are to be prepared beforehand. A complete outline and grading sheet must be submitted as required by the instructor, prior to speaking. All outlines must be typed. Speeches are not permitted without an outline and a completed grading sheet. These sheets must accompany the link to the speech, and a power point presentation if required.

C. Class Policies

Academic Assistance: If you have a disability (as cited in Section 504 of the Rehabilitation Act of 1973 or Title II of the Americans with Disabilities Act of 1990) that may affect your participation in this class, you should see Sellestine Hunt Associate Dean of Student Services, Student Center, Room 200. At a post-secondary institution, you must self-identify as a person with a disability; Ms. Hunt will assist you with the necessary information to do so. To report any complaints of discrimination related to disability, you should contact Mr. Steve Hudman, Dean of Student Affairs, in Student Center, Room 101, (936) 633-5292 or by email shudman@angelina.edu.

ABSENCE: As the attendance policy in the Angelina College Policies & Procedures Manual states, instructors may drop students from class after 3 consecutive or 4 cumulative absences (3 times tardy = 1 absence). However, **it is ultimately YOUR responsibility to drop from the class**, or you may receive an “F” for your final grade. If you return to class after an extended absence, it is the instructor’s discretion whether or not to allow you back into class.

ASSIGNMENTS: must follow the written instructions and formats explained. Failure to do so could result in a significant grade deduction. Instructions for all written assignments will be distributed as assigned.

LATE WORK & EXTRA CREDIT: **Oral presentations and tests must be delivered/taken when scheduled, or you will receive a zero for the assignments missed.** See form entitled “Extra Credit Opportunities” for more information.

DISRUPTIVE BEHAVIOR WILL NOT BE TOLERATED IN THIS CLASS! See Class Policies for Performance.

CLASS CANCELLATION – Notification of class closures due to inclement weather will be sent to KTRE Channel 9 television and to the local radio stations by 6:00am on the day in question or by 3:00pm for evening classes. You can also sign up to receive emergency alert notices on your phone or through e-mail by going to getrave.com. You will be expected to attend if classes have not been cancelled, or you will be counted as absent.

V. COURSE CONTENT A. Content/Topics See Instructor Specific Calendar contained in Blackboard. Every speech, test, assignment and assessment will be posted to a Module.

Modules are as follows:

- Orientation: August 24 to August 30**
- Module 1: Chapters 1,2, 4–August 30 to September 22, NOON;**
Speech Dates: Week of September 19
- Module 2: Chapters 3,5,8,9– September 22 to October 18, NOON;**
Speech Dates: Week of October 10
- Module 3: Chapters – 6,7,10,11- October 18 to November 12, NOON;**
Speech Dates: Week of October 30
- Module 4: Chapter 12 –November 12 to December 9, NOON;**
Speech Dates: November 28
- Final Exam: December 9 to December 14 in CLASS PRESENTATION**

We do **NOT** use the embedded calendar that is within the Blackboard content.

VI. EVALUATION AND GRADING

A. Assessment Criteria FOR Oral Presentations

100-90="A"-An outstanding speech. Clear purposes well adapted to needs and interests of the audience. Excellent eye contact, posture, and gestures. Excellent content, well-organized, excellent wording and overall delivery, and a well-prepared outline.

89-80="B"-A speech approaching the qualities of an "A" speech. No major weaknesses, but not achieving the highest standard of excellence.

79-70="C"-An acceptable, average speech. Clear purpose, adequate support, and apparent organization. Meets minimum requirements for a speech.

69-60="D"-Unclear purpose and serious deficiencies in some, and perhaps all, areas of content, organization, wording, and delivery, and/or serious deficiencies in meeting major criteria established for that speech.

59 and below="F"-An unacceptable speech that reveals a lack of preparation and/or poor delivery.

B. Determination of Grade

Grading: Speeches, written work, and tests will all be weighted accordingly, as noted on the grading scale.
See Grade Tracking Sheet

The grading scale is as follows:

Oral Speaking performances	400 Points
Participation/Attendance	100 Points
Quizzes/Exams	300 Points
Critiques	50 Points
Resume	50 Points
Non-Verbal	50 Points
Customer Service Project	50 Points

TOTAL POINTS: 1,000

C. Examinations: There will be four electronic examinations over text material and class presentations/lectures/discussions as noted in the proposed class schedule. The final exam will be comprised mainly of a performance and/or a comprehensive written analysis/evaluation.

VII. SYLLABUS MODIFICATION

Due to the nature of this class, flexibility in the class schedule and/or changes to the syllabus may be necessary. In some cases, a single class day may be the only notification you will receive; otherwise, at least one week's notice will be given. If numerous changes are made, revised schedules will be provided.

Class Policies for Performance

1. In Speech 1321, every student speaker deserves the best possible opportunity to earn the best possible grade. Student audience interference is not tolerated. The communication process and the speaker's poise are not enhanced by "mouth tidbits" such as chewing gum, candy, other foods, or drinks. Therefore, these are not allowed in class. Not only is it bad manners to eat in front of a speaker, but also it is distracting for the speaker to try to talk to an audience of mouths that are in perpetual motion.
2. Students are expected to listen courteously and attentively to all other speakers in the class. Failure to comply with this request will result in a lowering of the participation grade by 30 points per instance. Listening is an expected and necessary component of this course. We learn through exposure to public speaking. Disruptions are not allowed, and no one should enter or leave the classroom during an oral presentation. Cell phones, pagers, and other electronic devices **MUST** be silenced during all classes. **If you are responsible for allowing a device to "go off" during a speech, you will receive a "0" zero for your speech!**
3. Student speakers are expected to rely on the experiences and observations of others. Specifically, several of the speech categories in this course require students to do research and to give credit where credit is due. When using the words of another, or when using ideas or materials drawn from a specific source, the speaker must cite his/her source of information. Speakers cite sources for two good reasons: (1) just because a speaker says something does not make it so, and (2) it lends authority to the material presented. Remember, plagiarism is as serious in speaking as it is in writing.
4. When a student is scheduled to speak, he/she is expected to speak at that specific time. If a student misses giving a speech without just cause, he/she will receive a zero for the speech. He /She will not give the speech at a later time. Make-up speeches for students who have a legitimate reason for missing class must be arranged with the instructor. A student who does have a legitimate emergency is responsible for **contacting the instructor by phone or e-mail before the class meets.**
5. Each student is responsible for cleaning up following his/her speech. If the potential for making a mess exists within a given speech, the student is required to bring the necessary cleaning supplies as a part of the speech. For any speech that includes liquid or sticky ingredients, the student is required to furnish a waterproof covering for the demonstration table. If these requirements are not followed, the student will **lose 20 points** from the actual speech grade.
6. All students are expected to attend each class fully clothed: bike shorts, tank tops, halter-tops, or bare feet are not permitted. Proper etiquette requires males to wear no head covering (caps) indoors. Official school uniforms are permitted in class when necessary but any attire that the instructor feels might distract speakers is not allowed. Any student whose dress is, in my opinion, potentially distracting to the speakers can be sent out of class and counted as absent. No One is exempt from the class dress requirements, and the instructor's decision is final.
7. For class presentations, each speaker is expected to "dress for the speech". Depending on the chosen category and topic the student must "match" the content. For example: If you are demonstrating, "How to prepare sugar cookies" you could wear casual clothing and an apron. However, for a biography, current event or political speech you should always "Dress for Success". For the men, this expectation requires a minimum of dress slacks, a belt, a dress shirt and a tie. A suit, tie and dress shoes are preferred. For the ladies, this expectation requires a dress or coordinated skirt-and blouse: a ladies suit is preferred. Pantsuits are allowed. Ladies dress shoes must have closed toes. Jewelry should be kept at a minimum. As a guiding principle, each student should dress as he/she would for an important job interview. **This dress code is a requirement: it is not an option.**
8. **A class that is postponed for any reason will continue on next class meeting day.** Therefore, if you were to speak...you will speak the next class day. If a paper is due...you **MUST** turn it in on the next class day. Check your Blackboard area for postings concerning missed class dates!
9. If you miss class...you will be counted absent for that day; therefore missing a possible daily grade. There is not a makeup possibility for this missed opportunity.
10. You are responsible to sign in each class period. If you arrive late, to class you **MUST** sign in after class. You **CANNOT** sign in for any other student. You will be docked two absences if you choose to do this.

Speaking Assignments

Note: All speeches are to be extemporaneous, given with notes but with prior practice.

Each speaker should give careful attention to an outline that supports a clear three-part organization, including an introduction, body and conclusion for all speeches except the PSA. This outline, grading critique and/or Power Point presentation **MUST** be attached to the Assignment. If any of these items are not attached the student will receive a zero for the speech. The YouTube link that goes directly to the speech **MUST** also be listed in the box provided in the specific Assignment area for each speech. Please pay attention to specific requirements for each category.

A. Informative (2-4 minutes)

The emphasis of this assignment is to develop and deliver a clear and concise speech that explains something that is informative, socially significant and intellectually challenging. to your audience. You should choose a topic that is **of interest** to you. The more that you know about this topic...the better you will be able to educate your audience. You **Must** submit the **Auto/ Informative/Persuasive Critique sheet**. You must **use at least two (2) supporting details**.

B. PSA (2-4 minutes)

The topic should be informative and challenging to this audience. (Do not tell things that are common knowledge or that are trivial). You must act as if you are a reporter evaluating an event. Your topic **MUST** relate to “need for change”. Your announcement must have these basic parts: **Attention, Need, Satisfaction, Visualization, and Action**. You must **use at least two (2) supporting details**. The required visual aid **must be a Power Point** presentation.

C. Interview Speech (3-5 minutes per individual)

The emphasis of this speech is to aid in interviewing skills. You will find an individual to interview you for a position. This position can be an “imaginary” job, so to say. You will prepare intelligent questions, dress the part and hopefully ask for the job. This will be taped at a desk from the side view so that both you and your interviewer can be seen.

D. Persuasive (5-7 minutes)

This speech **MUST** cover a current Event. You must take a stand on the topic. You must be a proponent or an opponent of the event. This is persuasive in nature. Therefore, you are advocating a **CHANGE**. Your goal is to change the view of the audience, (or at least one member of the audience). Stand up for your opinions, document them, support them with citations, statistics, and/or examples.

The required visual aid **must be a Power Point** presentation**. Please discuss, with the instructor, other acceptable visual aids. You must **use at least two (2) supporting details**. Appropriate Dress for the Speech is Mandatory!!

You must dress as if you are speaking to an audience in which you have supporters as well as non-supporters. You must appear professional. Your dress must fit your topic.

You **MUST** use at least **three** different supporting materials. Written as well as verbally stated. You **MUST** use a visual aid, according to guidelines presented in the text and the lecture notes (The materials that are necessary for the presentation do not count as the visual aid). The required visual aid **must be a Power Point** presentation. Please discuss, with the instructor, other acceptable visual aids. Your presentation skills should include all items that are listed on the **PSA CRITIQUE sheet**. You must **use at least two (2) supporting details**.

*Taped Speech

- Details for each of the above stated required speeches can be found under the Information tab; Speech information. The speech information, specific critique sheet, sample outline and requirements are all detailed in this section of Blackboard.

** If a Power Point is required for the speech. You **MUST** copy it to a flash drive for upload to the class computer.