



ANGELINA COLLEGE

School of Arts & Education-Dept. of Language Arts & Education

SPEECH 1321.081 - Business and Professional Speaking

Spring 2019

Class Meeting Times: Monday Night 6:00-8:40 pm

ROOM: HH 101

- I. COURSE DESCRIPTION:** Study and application of communication within the business and professional context. Special emphasis will be given to communication competencies in presentations, dyads, teams and technologically mediated formats. Three credit hours awarded for successful completion of the course.

INTENDED AUDIENCE

The intended audience is any college student who desires to improve his/her public speaking skills

INSTRUCTOR:

Instructor: Prof. Alex Ranc (MA '13)

Office: Hudgins Hall (HH) 102B

Office hours:

Monday: 2-4pm

Tuesday: 2-3pm

Wednesday: 2-3pm

Thursday: 2-3pm

Friday: by appointment only

Office Telephone: 936-633-3211

Email: Blackboard email or aranc@angelina.edu

Required Communication tool: Remind APP--you will be given an instruction sheet first class day to download the app or sign up for the reminder texts.

II. INTENDED STUDENT OUTCOMES

A. Core Objectives Required for this Course

- 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 intercultural competencies, civic responsibility and engagement in the community.

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 by means of a written paper that summarizes a nonverbal student driven activity. The results will reflect the overall evaluation and mastery of the stated Critical Thinking requirements.

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 by means of a rubric, which reflects evaluation of a written report. This report will evaluate a community service project based on individual participation, observed intercultural competencies and the gained knowledge of the importance of civic responsibility.

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. IMPORTANT--PLEASE READ!!! This course will require MindTap from Cengage.

You can choose to purchase Hamilton - MindTap Communication, 1 term (6 months) Printed Access Card for Hamilton's Communicating for Results: A Guide for Business and the Professions, 11th (ISBN) 978130550441 for an estimated \$52.00 at the bookstore or through Cengage's website.

OR

Cengage Unlimited—a digital subscription service designed to save you a lot of money. With Cengage Unlimited, you can access ANY Cengage materials you're using across ALL of your courses AND a library of over 22,000 ebooks, study guides and reference materials. Cengage Unlimited costs \$119.99 for

one term (four months), \$179.99 for a multi-term (12 month) subscription or \$239.99 for a multi-term (24-month) subscription.

Check out what other courses are available at Angelina College with the Cengage Unlimited Option to save you more \$\$\$:

https://www.cengage.com/coursepages/angelina_college

You also get a print rental when you activate MindTap. You'll pay just \$7.99 + free shipping. You may also have the option to purchase a looseleaf version of your textbook, which you can keep. As a bonus, when your subscription ends, you can choose up to six ebooks to retain in your virtual locker for an additional 12 months.

You can purchase access to Cengage Unlimited in the college bookstore or at www.cengage.com.

Getting Registered for class is easy!!! Follow this link: To access your course materials and explore Cengage Unlimited, go to Blackboard and find the link to Cengage & log in with your Cengage account. Course key: MTPP1VWNZXSM

You will also need to login to your PATHWRITE CLASS with this code: S-g6yasg4K to be able to turn in your assignments.

B. Assignments – *(Appropriate due dates, schedules, deadlines--see calendar below)*

1. Performance assignments:

Each student enrolled in SPCH 1321 is expected to complete four speeches during the period of time set aside for student speeches. Each speech will be assigned a numeric grade ranging from "0" to "100". 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.

A. Performance: Speeches are to be extemporaneous.

Therefore, they are to be prepared beforehand. A complete outline and reference sheet (if required) must be turned in as required by the instructor, prior to speaking. All outlines must be typed. Speeches are not permitted without an outline and other required materials.

2. There will also be opportunities for extra credit that I will announce after Test #2 in class and post on BB.

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 Maria Lopez or Steve Hudman in room 200 of the Student Center. At a postsecondary institution, you must self-identify as a person with a disability; Ms. Lopez and Mr. Hudman 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 Room 101 of the Student Center. You may also contact Dean Hudman by phone at (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.

Excessive absences are defined as three or more consecutive absences or four or more cumulative absences from regularly scheduled class periods. Virtual classes must document equivalent participation. The summer terms call for two or more consecutive, or three or more cumulative absences. A three-hour night class counts as two class periods.

Students will not be dropped and will be allowed to make up work for absences because of (1) College District (including early college high school) authorized and sponsored activities, and (2) religious holy days. It is the student's responsibility to arrange for make-up work with the instructor and to complete it within a reasonable time.

In accordance with the Texas Education Code, each student is allowed to be absent from a class for the observance of a religious holy day. A "religious

holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20, Tax Code. The student must notify the instructor of each class of the anticipated absence not later than the 15th calendar day after the first day of the semester. A student who is excused under this section must complete all assignments or missed examinations at the direction of the instructor.

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. If I assign EXTRA CREDIT, it will be announced in class and posted on Blackboard.

CLASS CANCELLATION – Notification of class closures due to inclement weather will be sent to you via the REMIND APP, email, etc. You can also sign up to receive emergency alert notices on your phone or through email 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

***Tentative* Course Calendar**

Date	Chapter/Activity Read over chapters PRIOR to class!	Due Dates/ Important Info
<u>Week #1</u>		
Monday, Jan. 14	Introductions Syllabus Questions from Survey	MAKE SURE YOU HAVE YOUR TEXTBOOK!
<u>Week #2</u>		
MLK HOLIDAY!!! NO CLASS ON MONDAY ONLY!		
<u>Week #3</u>		
Monday, Jan. 28	Chapter 1 & 2	
<u>Week #4</u>		
Monday, Feb. 4	Chapter 3 & 4	

<u>Week #5</u>		
Monday, Feb. 11	Chapter 5 & 6	Chap 1-3 quizzes due in MT by 11pm
<u>Week #6</u>		
Monday, Feb 18	Speech #1	Please be prepared to speak!
<u>Week #7</u>		
Monday, Feb 25	Chapter 7 & 8	Resume Assignment Due in PB by 11pm
<u>Week #8</u>		
Monday, March 4	Mock Interview Day!!!	Come ready to be interviewed with your partner! Chap 4-6 quizzes due in MT by 11pm
<u>Week #9</u>		
SPRING BREAK! NO CLASS! HAVE FUN!		
<u>Week #10</u>		
Monday, March 18	Chapter 9 & 10	
<u>Week #11</u>		
Monday, March 25	Speech #2-PSA	Be prepared to speak!!
<u>Week #12</u>		
Monday, April 1	Chapter 11 & 12	Non-Verbal Assignment Due in PB by 11pm Chap 7-10 quizzes due in MT by 11pm
<u>Week #13</u>		
Monday, April 8	Chapter 13 & 14	
<u>Week #14</u>		
Monday, April 15	Speech #3- Persuasive	Be Prepared to speak!

<u>Week #15</u>		
Monday, April 22	Group Project Work Day	Community Service Project Due by 11pm in PB
<u>Week #16</u>		
Monday, April 29	Group Project Work Day	Chap 11-14 quizzes due in MT by 11pm
<u>Week #17</u>		
Monday, May 6	Final Exam Day-Group Final Speech Due In class	Extra Credit Due by 11pm via email
Tuesday, May 7th	End of Semester Portfolio DUE	Self-Critique due by 11pm via email Email link to me by 11pm

Monday April 1st is the last day to Drop with a Grade of W

MT= MINDTAP

PB= PATHBRITE

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.

The grading scale is as follows:

Speeches (3)	300 pts
Participation/Attendance	50 pts
Assessments (14)	70 pts
End of Semester Portfolio	125 pts
Group Project Speech	200 pts
Critiques (2)	30 pts
Resume Assignment	75 pts
Non-Verbal Assignment	50 pts
Customer Service Project	100 pts

TOTAL POINTS: 1000

C. Examinations: There will be three online examinations over text material and class presentations/lectures/discussions as noted in the proposed class schedule. The final exam will be comprised of a group project and presentation.

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.

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. Please pay attention to specific requirements for each category.

1. Informative-Who Am I Speech (2-4 minutes)

The emphasis of this assignment is to develop and deliver a clear and concise speech that allows the audience to get to know you better. This speech will require no sources but you will need a visual aid like a powerpoint or prezi. In-depth instructions are on Blackboard.

2. PSA (3-5 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. This speech requires some type of visual aid!

3. Persuasive (5-7 minutes)

The purpose of this speech should involve either changing or strengthening the audience’s beliefs/attitudes or shaping the audience’s behavior. The topic should relate in some way to issues within the world of organizations, business, professions, and public policy. The presentation can persuade the audience to:

Buy	Goods or services
Give	Money or time
Act	In a desired way
Think or Feel	Positively or negatively about a topic
Consider	A new or different viewpoint

The required visual aid must be a Powerpoint 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. You must use at least two (2) supporting details.

This speech will be recorded on your phone so that you can do a self-critique and turn it in for a grade.

4. Group Decision-Making Speech

This speech will be your final. You will be put into groups and given different prompts. As a group, you will come to a consensus and present that plan of action or information to your classmates. More in-dept instructions will be given and they are also found on Blackboard. This speech will require some type of visual aid, the kind you decide is up to you and your group.

These presentations will be at LEAST 15 minutes in length not going over 20 minutes so that means all participants in the group MUST speak for at least a few minutes a piece, depending on how large your group is.

You do not have to turn in any outline for this speech, just your visual aid.

Along with this speech you will be doing peer critiques over your group members to give me feedback on how everything went which will be used to determine grades. Everyone will receive the same grade UNLESS I am given pertinent information about group communication and collaboration not working out or someone not participating at all.

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.

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. For class presentations, the instructor will inform you as to whether you will be dressing in casual/ business casual or strictly business attire. There are huge differences. If you are not sure or know what each are, please do some research or ask your instructor.

6. 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.