INTRODUCTION TO PUBLIC COMMUNICATION
FALL 2017
SPE 111
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Why take Public Speaking?
Students need the knowledge and skills required to speak well with groups of people, no matter what their vocational plans might be. It is very likely that every student will eventually work in a professional environment and serve in a variety of public organizations. In all of these circumstances, understanding how to deliver an oral message will make the presenter a more effective contributor to the community.

Course Objectives
This course will provide students with an understanding of how communication scholars define attractive and effective verbal and nonverbal behaviors. As students succeed at each level, they will learn the skills necessary for preparing and performing responsible public messages. They will also learn by evaluating the messages presented by other speakers. By the end of the course, students will be able to:

• Prepare and organize a spoken message for an audience.
• Present a spoken message extemporaneously.

Texts
Required: The Art of Public Speaking 11e, Stephen E. Lucas.

Students are required to bring the Lucas text to each and every class.

Academic Integrity
Students are expected to maintain high standards of academic integrity. Cheating, plagiarism, or any behavior deemed unethical will not be tolerated and will be prosecuted in strict accordance with Westminster College’s policies. Students are strongly urged to see the student handbook for details.

Course Grade Calculation
The final grade for the course will be determined by the percentage of total points earned. The most significant determiner of the final grade will be the instructor’s evaluation of the
five oral presentations and their accompanying packages. Each presentation, however, will receive two critiques:

- An oral and/or written critique by the instructor.
- An oral and/or written critique by a class member.

Other determining factors include:
- Attendance and tardiness.
- Deadlines.
- Class exercises.
- Out-of-Class assignments.
- Quizzes.

It is especially important for students to recognize that there will be several in-class exercises, and they will be assigned a point value. In the case of an unexcused absence, the student will receive a 0. They cannot be made up. The same policy holds true for speeches and class member critiques.

In the same light, students who are present but fail to deliver their speech on the assigned date will receive a 0 for the speech’s delivery. If the speech package is available, I will accept it and grade it. If the speech package is not prepared, then it will also receive a 0.

Quizzes can be made up in the event of an unexcused absence; however, students should expect a 33% deduction from their grade. The quiz must be made up at the beginning of the very next class period, and the student must initiate the make-up process.

The percentage will be converted into a grade according to the following scale:

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<tr>
<th>Percent</th>
<th>Letter</th>
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<tbody>
<tr>
<td>100-93</td>
<td>A</td>
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<tr>
<td>92-90</td>
<td>A-</td>
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<tr>
<td>89-87</td>
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<td>86-83</td>
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<td>62-60</td>
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<td>59-0</td>
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Assignments: Unless otherwise noted, all assignments must be keyboarded and are due at the beginning of the class period, whether the student is present or not. Late assignments will not be accepted and the assignment will receive a 0 grade. I do accept assignments by email, but they must meet the deadline. The deadline is the beginning of the class period in which the assignment is due.

Short Extemporaneous Speeches.
Students will be asked to present two short (two minutes) speeches in preparation for the informative and persuasive assignments. The first speech will be a self-introductory speech with a prop. The second speech will focus on a cliché.

Speech to Inform
Students will select a topic and, upon approval, present a 5-6 minute extemporaneous speech to the class. This speech will incorporate three outside sources, all of which must be properly cited during the presentation. Further details about this assignment, including the preparation outline; the presentation outline; and note cards, will be covered in class.

Speech to Persuade
Students will select a charity, and upon approval, present a 6-7 minute extemporaneous speech to the class. This speech will incorporate five outside sources, all of which must be properly cited during the presentation. Further details about this assignment, including the preparation outline; the presentation outline; and note cards, will be covered in class.

Impromptu Speaking
A few in-class exercises will involve impromptu speaking. Hopefully, every student will have the opportunity to present one impromptu speech

Final Exam
The final exam will be a short speech. The exact nature of the speech will be announced at a later date.

Attendance
Attendance will be taken at the beginning of each class. Each student is granted two unexcused absences. More than two unexcused absences will result in a deduction of 2% per absence from your final grade. In extreme cases, a significant number of absences may be grounds for an incomplete.

There are two types of excused absences. The first type of excused absence involves “release time.” This type of absence is granted to students whose involvement in acceptable scholastic, religious, or athletic events requires them to be excused from class. All release time must be arranged at least one week in advance. See the Undergraduate Catalogue for details.
The second type of excused absence is a medical and/or emergency absence. In order for this type of absence to be excused, the student must present documented proof to the instructor. The documented proof must clearly state that the student was declared unfit to attend class.

Occasionally, unusual circumstances require the student to return home for an extended period of time. Please discuss the situation with the instructor.

It is entirely unacceptable for students to be absent when they are scheduled to deliver a speech. Only students with a documented medical emergency or release time will be excused for missing a speech.

Tardiness
Early morning classes can be especially challenging for students. Still, getting to class on time is not only essential, it is required. Yet, mishaps are likely to take place. With that in mind, students will be allowed one “tardy” without penalty. More than one “tardy” will result in a 1% deduction per “tardy” from your final grade.

General Class Procedure and Course Policies.
• Students are required to keep copies of all evaluation sheets and graded materials.
• Providing information that is false, inaccurate, or incomplete and that misleads the audience violates the ethical duty of the speaker. The consequences for this kind of unethical behavior are severe, and will include either a grade penalty or a failing grade. Students who are concerned that their work may violate this policy should consult with the instructor.
• Students who plan to use any technological tools as part of their speech should determine well in advance if their equipment is compatible with the classroom's system.
• Students who arrive late during a speech should not enter the classroom until they hear the applause at the end of the speech.
• Always listen attentively to the speeches of your classmates. There are a number of other things you could do instead. Don’t do any of them. Students who violate this policy will receive a grade penalty on their speech.
• When your classmates are presenting a speech, put away all items except for the evaluation sheets you will receive.
• Do not ask questions until the end of the speech.
• When students miss a class, they are responsible for acquiring all handouts, notes, and assignments from that day.
• No cell phones! No laptops! No ear plugs! No sleeping! Students who violate this policy or who use any device to avoid paying attention will receive an unexcused absence penalty.
• All students are required to have fun.

FINAL NOTES
I am fully committed to your success in this class. By this, I mean that we will not only enjoy our semester together, but that you will also come away from this course with some newly discovered skills. I am always available to discuss your concerns or help you with an assignment. My schedule is flexible, which means I can usually arrange a convenient time to meet with you in my office. I also check my email twice daily and will respond to your questions or comments immediately. At times, I will communicate with the entire class via email to offer a reminder or clarify an assignment.

Perhaps at this point the most useful thing I can do to ensure your success is to offer these three tips:

- DO NOT miss class.
- DO NOT miss deadlines of any nature.
- DO see me for help whenever and as often as you need it.

Although this course is challenging, it is rare that a student does not succeed. Students who struggle to succeed usually fail to see the value of these tips until it is too late.