

PUBLIC SPEAKING: SPCM 234

FALL, 2002

COURSE DESCRIPTION

Public Communication is an introductory course designed to develop effective oral presentation and participation skills useful in interpersonal, small group, organizational, and public settings.

Assignments and activities, both in and out of the classroom, emphasize participation in, and analysis of, communication. This course will expose you to several introductory communication theories and ask you to participate in skill building activities in order to maximize your public communication skills.

Each class assignment is designed to provide practical public communication experience and help you to better understand the mechanics of communication.

GOALS AND OBJECTIVES

General:

- To provide communication experiences in a variety of contexts.
- To provide critical feedback useful for improving communication skills.
- To provide an opportunity to learn from your peers.
- To develop communication competence through theory, model, practice, and critical evaluation.
- To raise ethical questions related to communication.

Specific:

- To provide speaking experience in informative and persuasive communication contexts.
- To help develop your own unique and effective style of communication.

ASSIGNMENTS

You will deliver four speeches, write one essay, and take two exams. You may complete up to two additional assignments for extra credit. You will also participate in several impromptu speaking situations throughout the course of the semester. Additional information about each assignment will be provided in class. Explanations of possible assignments can be found on my Web page at: <[Http://WWW.Montclair.Edu/pages/Commstudies/Kent/cm105assignments.htm](http://WWW.Montclair.Edu/pages/Commstudies/Kent/cm105assignments.htm)>.

This section of public communication will be unique in several ways. You will have your choice of dozens of assignments that will range from basic written assignments, to advanced assignments like debates and persuasive speeches. The minimum requirements for this class are that you take all exams, that you give four speeches, that you complete one essay, and that you attend class and participate regularly. You will select the specific assignments that suit your own interests, and fill out a "contract" committing to those assignments. Copies of the contract and possible assignment options will be distributed in class and are located on my Web site.

PARTICIPATION

Your performance, preparedness, and eloquence on a daily basis will be accounted for by the professionalism portion of your grade. From time to time you will be called upon to answer questions related to a particular day's reading. When this happens, you will be asked to stand, address your answers to the entire class, be prepared, and most of all, be eloquent.

ATTENDANCE

Because Public Communication is a participation oriented course, and because a great deal of public communication acumen comes from watching others speak, I expect to see you in class every day. See the Communication Studies department's attendance policy for details.

TEXTS [REQUIRED]

- Course Packet. Location TBA

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**Even the smallest dog can pee
on the tallest building.
Unknown**



R. F. Kennedy

It is from numberless diverse acts of courage and belief that human history is shaped. Each time a man stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, he sends a tiny ripple of hope, and crossing each other from a million different centers of energy and daring those ripples build a current which can sweep down the mightiest walls of oppression and resistance.

While people are called "human resources" in advanced industrial societies, we are discouraged from seeing the ways in which we are all connected. We are thus rendered powerless and immobilized by our prejudices. This is not an accident.

Blanche Wiesen Cook



OFFICE HOURS

Office hours are for your benefit. You pay me to maintain office hours so please, get your monies worth. If you have difficulty making it to my regularly scheduled office hours make an appointment with me.

- E-mail is an effective way to reach me with questions: <KentM@Mail.Montclair.Edu>. I check e-mail in the morning and evening.

GENERAL INFORMATION

- Be on time and be prepared for class.
- Everything you submit to me should be typed, double spaced (27 lines per page), have one inch margins (1"), an 11-12 point font, and meet all other expectations of a college paper.
- All written work, including first drafts, should be printed in "high quality" mode—no "draft" mode—and should not have editing marks or other comments on it. The only exception to this rule is for "draft work" brought in during office hours—and that should still be typed.

MISCELLANEOUS

Get your own e-mail account if you do not have one. This is one of the most efficient ways to contact me, other professors, and to keep informed in your field.

TIME LIMITS

Failure to make the minimum time for any particular speech (even by five seconds) will result in an automatic reduction of your grade by a **minimum of 10%**. Not submitting an outline will also cost you 10%.

EVALUATION & GRADING

Grades will be assigned as follows:

97-100=A+	93-96=A	90-92=A-
87-89=B+	83-86=B	80-82=B-
77-79=C+	73-76=C	70-72=C-
67-69=D+	63-66=D	60-62=D-
	59<=F	

WHILE SPEAKING

- Avoid slang, obscene language, computerese, technojargon, and colloquial language.
- Professionalism is expected at all times. Hats, sunglasses, gum, chew/snuff, bare feet, distracting or revealing clothing, obscene slogans on clothing, pens in hand, etc., are not considered professional.

[C]onsider the primitive technology of smoke signals. While I do not know exactly what content was once carried in the smoke signals of American Indians, I can safely guess that it did not include philosophical argument. Puffs of smoke are insufficiently complex to express ideas on the nature of existence, and even if they were not, a Cherokee philosopher would run short of either wood or blankets long before he reached his second axiom. You cannot use smoke to do philosophy. Its form excludes the content.

Neil Postman, Amusing Ourselves to Death, 1985, p. 7

There are some who still fondly imagine that Knowledge, casting the clear light of awareness, inspires and contains goodness within itself.

Dora Russel

The Religion of the Machine Age

When Hitler attacked the Jews . . . I was not a Jew, therefore, I was not concerned. And when Hitler attacked the Catholics, I was not a Catholic, and therefore, I was not concerned. And when Hitler attacked the unions and the industrialists, I was not a member of the unions and I was not concerned. Then, Hitler attacked me and the Protestant church—and there was nobody left to be concerned.

Attributed to Reverend Martin Niemoller
Congressional Record, October 14, 1968,

Vol. 114, p. 31636

AS THE AUDIENCE

Never walk in on someone who is speaking. If you arrive late, listen at the door until you hear the applause.

- Do not read newspapers, magazines, textbooks, or other non-class related materials during class.
- Try to appear as attentive and interested as possible when people are speaking—this is part of “professionalism.” You will appreciate the same respect and courtesy when you are speaking.
- Keep noise and other distractions to a minimum during speeches.
- If a speaker solicits participation, get involved.
- Inappropriate behavior as an audience member (i.e., being rude, or inconsiderate) will adversely affect your “professionalism” grade. Similarly, saying nothing, having or expressing no opinion, or not participating in class discussion will also adversely affect your participation grade.

All of life can be broken down into moments
of transition, or moments of revelation—
this had the feeling of both.

G'Qwon wrote: “there is a greater darkness
than the one we fight. It is the darkness
of the soul that has lost its way.”

The war we fight is not against powers and
principalities, it is against chaos, and despair.

Greater than the death of flesh
is the death of hope, the death of dreams.
Against this peril we can never surrender.

The future is all around us,
waiting in moments of transition,
to be born in moments of revelation.

No one knows the shape of that future,
or where it will take us;

we know only
that it is always born in pain.



**Ambassador G'Kar
(Babylon 5), “Z’Ha’Dum”**

CRITERIA FOR EVALUATING SPEECHES

The average (C) speech meets the following criteria:

- Conforms to the kind of speech assigned.
- Is ready to give on the assigned date.
- Your outline (if required) is handed in on time.
- Conforms to the time limit.
- Fulfills any special requirements of the assignment, e.g., using visual aids, etc.
- Has a clear “specific purpose” and “central idea.”
- Has an identifiable introduction, body and conclusion.
- Shows reasonable directness and competence in delivery.
- Is free of serious errors in word usage.

The above average (B) speech should meet the preceding criteria and also:

- Deal with a challenging, creative, or new topic.
- Fulfill all major functions of a speech introduction, body, and conclusion.
- Display clear organization of main points and supporting material.
- Support the main points with evidence that meets the tests of accuracy, relevance, objectivity, and sufficiency. (Do not make the ad verecundiam fallacy).
- Exhibit proficient use of connectives, transitions, previews, internal summaries, and signposts.
- Be delivered skillfully enough so as not to divert attention from your message.

The superior (A) speech should meet the preceding criteria and also:

- Constitute a genuine contribution by the speaker to the knowledge or beliefs of the audience (it has social significance).
- Sustain positive interest, feeling, and/or commitment among the audience.
- Contain elements of vividness and special interest in language use.
- Be delivered in a fluent, polished manner, that strengthens the impact of the speaker’s message.
- Use at least four sources.
- Demonstrate knowledge of all basic speaking and organization rules.
- Generally do an outstanding speech!

(D and F speeches are possible by contributing little or nothing in the way of preparation, content, or delivery. Although such grades are fairly uncommon given practice and preparation, I do, occasionally, give them.

“Every jumbled pile of person has a thinking part that wonders what the part that isn't thinking isn't thinking of.”

They Might Be Giants



Academic Dishonesty

The University is an academic community of scholars. Academic dishonesty is a very serious offense against the integrity of this community and will not be tolerated. All academic work submitted by you is assumed to be your own original work, and to contain your own thought, research, and self-expression. Work that borrows the ideas, organization, or wording, from others must be properly acknowledged.

MK

Plagiarism is the unauthorized or inappropriate use of the words or ideas of others. Plagiarism occurs when written or spoken material is borrowed (even from oneself), in whole or in part, and passed off as original by a writer or speaker. Plagiarism includes, but is not limited to, presenting someone else's speech, paper, or outline, as original. Plagiarism also includes not documenting the source of word-for-word or paraphrased material in speeches or papers.

The following examples illustrate possible plagiarism situations in this class: using someone else's outline for a speech or essay; working with a friend on a topic and both using the same outline or giving the same speech; failing to cite, in a speech or paper, the source of information or ideas; "recycling" old speeches or essays without "substantial" additional research and rewriting; or, the use of unattributed statements taken from material found during research.

It is my policy to pursue plagiarism vigorously, to fail the plagiarist on the assignment in question, to fail the plagiarist in the course as a whole, and to report cases to the university administration for possible further action. There is no excuse for plagiarism!

M/Th 2:30–3:45 p.m. | Life Hall 051

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Course Schedule (readings due on date listed)

Week 1:	9.5	Overview of Class Assign Introductory Speeches	
Week 2:	9.9	<u>Read:</u> pp. 1–16, 38–41, 132	
	9.12		Required Introduction Speeches
Week 3:	9.16	<u>Read:</u> Contracts Cover upcoming assignments	
	9.19	<u>Read:</u> pp. 17–22	
Week 4:	9.23	<u>Read:</u> pp. 17–22	
	9.26	<u>Read:</u> pp. 23–24	
Week 5:	9.30		Required Special Occasion Speeches
	10.3		Required Special Occasion Speeches
Week 6:	10.7	<u>Read:</u> pp. 42–48	
	10.10	<u>Read:</u> pp. 49–57	
Week 7:	10.14	<u>Read:</u> pp. 58–67	
	10.17		Optional Speeches w/ Outline
Week 8:	10.21		Exam I
	10.24		Optional Speeches w/ Outline
Week 9:	10.28	<u>Read:</u> pp. 68–71	
	10.31	<u>Read:</u> pp. 72–80, 122	
Week 10:	11.4	Informative Comm. Cont.	Optional Written Assignment Due
	11.7		Required Informative Speeches w/ Outline
Week 11:	11.11		Required Informative Speeches w/ Outline
	11.14		Required Informative Speeches w/ Outline
Week 12:	11.18		Optional Speeches w/ Outline
	11.21	No Class—NCA Conference	
Week 13:	11.25	<u>Read:</u> pp. 81–104	Required Written Assignment Due
	11.28	No Class—Thanksgiving Break	
Week 14:	12.2	<u>Read:</u> pp. 25–37 (Ellison)	
	12.5	Persuasion	
Week 15:	12.9		Exam II
	12.12		Required Persuasion Speeches w/ Outline
Finals	TBA		Required Persuasion Speeches w/ Outline