

COM 101: Oral Communication

**Office hours and phone numbers for all instructors are posted on WebCampus
Use WebCampus mail to email instructors**

Textbook: David Zarefsky. *Public Speaking: Strategies for Success* (8th edition). Boston: Pearson (2017)
COM 101 Coursepack (2016) (available in the UNLV Bookstore)

You'll quickly discover that the book provides very few "quick and easy" answers to developing successful speeches...because there aren't any! Instead, the textbook (and the course) emphasizes the process of strategic planning that will better enable you to successfully communicate to diverse audiences on particular occasions in your future civic, professional, and personal lives. Dr. Zarefsky is professor emeritus, Communication Studies, at Northwestern University. His distinguished career of teaching and scholarship spans more than four decades.

Course Description: An introduction to the principles of public speaking

Course Goals:

1. Students will explain the theoretical principles of effective, ethical public speaking.
2. Students will apply these principles strategically to specific speaking situations and audiences to develop effective, ethical speeches.
3. Students will apply appropriate information literacy and critical thinking skills to the development and analysis of specific public speaking responses.
4. Students will explain the value of effective public speaking in civic and professional life, both historically and contemporaneously.

Course Policies and Guidelines

Office Hours: Our office hours are posted on WebCampus. It's an opportunity for us to talk about the course content, assignments and exams, or anything else about the course. You don't need an appointment (or even a reason) to stop by during those times. You don't need to have a *problem* in order to come by. But by all means, definitely come to see us as soon as you feel lost or confused about the course. If you have a class conflict that prevents you from coming up during office hours, let us know and we'll try to make an appointment for some other time.

Method of Instruction: This course is designed to prepare you to respond effectively to a variety of speaking experiences outside the classroom. Lectures and discussions will cover key concepts but will not "spit back" the text/materials to you. Lectures will include information from the text and from additional sources. Tests will cover everything in lecture, lab, and the text. All assigned readings should be completed **before** the class they are scheduled for.

Grade Standards:

| | |
|-----------------|-----------------|
| 93 – 100% = A | 73 – 77.9% = C |
| 90 – 92.9% = A- | 70 – 72.9% = C- |
| 88 – 89.9% = B+ | 68 – 69.9% = D+ |
| 83 – 87.9% = B | 63 – 67.9% = D |
| 80 – 82.9% = B- | 60 – 62.9% = D- |
| 78 – 79.9% = C+ | 00 – 59.9% = F |

Graded Assignments: The minimum course requirements are completion of assigned readings; participation in class discussion of those readings; completion of quizzes, midterm and comprehensive final examination; completion of major analytical assignments; and presentation of three graded speeches. Graded assignments will contribute the following percentages to the final course grade:

| | |
|---------------------------------|-----|
| Exams: (30%) | |
| Midterm Examination | 15% |
| Comprehensive Final Examination | 15% |
| Analysis (20%) | |
| Self-evaluation (2) | 10% |
| Formal audience analysis | 10% |
| Speeches: (50%) | |
| Speech #1 | 10% |
| Speech #2 | 15% |
| Speech #3 | 25% |

Exams

The **midterm** will contain 40 multiple questions that will cover roughly the first half of the semester - the readings, lectures, and discussions. Exam date is indicated in the schedule below.

The **final comprehensive exam** will contain 60 multiple choice questions – roughly 20 questions on the material covered in the midterm and 40 questions on the material covered in the second half of the semester. The final exam will be administered on the registrar-assigned date and time. Any request to take the exam earlier in order to leave campus earlier will *not* be approved.

Analysis

Self-Evaluation: Despite the great trepidation that can accompany the recording of student speeches, this exercise yields considerable benefit. Research suggests that public speakers who critically examine and reflect upon their performance improve more substantially than those who do not have that opportunity.

1. For speeches 1 and 2, your lab instructor will record your speech and post it privately to you via WebCampus.
2. View your speech in the comfort of your home, the library, or one of the campus computing labs.
3. After you have viewed the recording, write a self-evaluation based upon the specific criteria supplied to you and post it to WebCampus BEFORE YOUR instructor's critique is returned to you (absolutely no exceptions).

Audience Analysis: For speech 2, you will conduct a series of informal and formal audience analyses aimed at focusing and tailoring your speech for your specific audience. Dates for conducting the formal component of these analyses are listed in the semester schedule (below) and instructions for the assignment are included in your textbook. The analysis package is due with your preparation outline (due dates also in the schedule).

Speeches

Detailed instructions, requirements, deadlines, and grading criteria will be distributed in ample time to complete each assignment. The topics you select and material you present should not only reflect your understanding of the assignment but also genuinely add to the knowledge and understanding of the audience. All speeches should demonstrate appropriate academic research and use of credible source materials. In all cases, speeches will be delivered extemporaneously (from a prepared outline, not from a word-for-word script). In all cases, the lab instructor will determine presentation order.

The evaluation sheets will tell you what is expected in each speech. Note that the points awarded for different sections and items will vary during the semester. The general description of the speeches is as follows:

| | |
|--|-------------|
| Speech #1 (Providing new information) | 4-6 minutes |
| Speech #2 (Strengthening/weakening commitment) | 6-8 minutes |
| Speech #3 (Encouraging individual action) | 7-9 minutes |

Other Criteria

- Time Requirements: Specific time requirements and associated penalties are detailed in each speech assignment.
- Source Requirements: Students must use a minimum number of **published** sources in each speech (see each assignment for details). Students are prohibited from using any “Wiki” site, About.com, Answers.com, or AskJeeves.com and will **receive a failing grade (50%) on the speech assignment** should they do so. Additionally, although their use is encouraged, dictionaries, atlases and unpublished interviews do not count toward the minimum number of sources.
- Bibliographic requirements for each speech are outlined in each assignment description. Complete and accurate documentation is essential to academic research. Speeches that do not include a complete bibliography **SUBMITTED WITH THE PREPARATION OUTLINE** will be considered incomplete and will not be graded until the entire package is submitted.
- Public speaking is a distinctive form of communication, requiring formal language. Inappropriate use of profanity during presentation may result in as much as a letter grade reduction (e.g., from “A” to “B”). Extreme cases may be referred to appropriate university officials for further disciplinary action.
- Preparation Outline: Prior to delivering each speech, students must submit to their lab instructor a full sentence preparation outline of the speech (specific dates indicated in the schedule and each individual assignment). The outline you submit must represent your own original work in accordance with the university’s Academic Misconduct Policy, including appropriate use of source materials (proper quotations, paraphrasing, and citations). **If students do not submit a preparation outline on the date specified by the instructor, they will receive a “0” for their speech and will not be allowed to deliver the speech.** If you are unable to attend the class period in which the outline is due, it is your responsibility to deliver your outline to your lab instructor **PRIOR** to that class. If you choose to turn it in to the department front office, make sure that it is date stamped by the front desk personnel. Assignments without a date

stamp and not received by the instructor until after the due date and time, will be considered late, regardless of when you say you turned it in. Email submissions will be accepted only under extreme circumstances and should be coordinated in advance with your instructor when at all possible. Outlines should comply with standards identified by the instructors and demonstrate writing mechanics and style appropriate for undergraduate work. Spellchecking, proofreading, and editing are strongly encouraged.

- **Presentation Outline:** All graded speeches must be delivered extemporaneously, from prepared outlines. Students must be required to speak from a 2pg maximum typed presentation outline (except speech 3, where they may have a 3pg presentation outline). Students must hand these in immediately following the delivery of their speech. Use of notecards, manuscripts, or full sentence outlines instead of a properly prepared presentation outline will result in a grade reduction as noted on each grading rubric. There will be NO OPPORTUNITY re-present the speech.

Appealing Speech Grades: Grades will be earned on the basis of results and not effort. Please feel free to discuss your grades with your lab instructor or lecturer. However, you must wait one day before you attempt to appeal a grade.

Late Work: Because of the special nature of this class, especially the high level of required in-class performance (speeches), individual late work simply is not acceptable. Outlines and speeches are due on (or before) the dates specified in the syllabus. Late outlines/speeches can only be made up following the submission and approval of paperwork documenting the absence. Missed exams may be made up, but there may be a late penalty if the original absence is not excused.

Attendance: Because this course emphasizes both cognitive and experiential learning, it is very important that students attend all class sessions. A record of attendance will be kept for each student. Attendance may be checked at the beginning and/or end of each class session. It is your responsibility to get your name on the attendance record each session. Students who arrive more than 15 minutes late or who depart more than 15 minutes early may be considered absent.

You are allowed five (5) absences without penalty. The sixth absence will lower your final course grade by two (2) percentage points, for example from 85% to 83%. Each subsequent absence will lower your grade an additional two percentage points. Students who accumulate excessive absences are encouraged to withdraw from the course, and it is the student's responsibility to ensure excessive absences do not occur.

Requests to have additional absences (beyond the five) excused will be considered on a case-by-case basis, but approval will be granted only in the most extreme circumstances. Use the allowed absences wisely and sparingly in order to preclude an unexpected problem later in the semester.

Exceptions on policies of absence and late work:

- If students are absent from classes due to an officially – sanctioned event on the day graded work (a speech, a paper, an exam, a quiz, etc) is due, they will be allowed to complete the graded work without penalty within a reasonable time (generally a week after returning to campus). In each individual case, the instructor and the student should negotiate an appropriate alternative due date for the work in question.
- Students covered by UNLV's policy are not automatically entitled to additional absences beyond those allowed by our COM 101 policy. That is, they are not automatically entitled to be absent for

officially/sanctioned events plus the number of absences allowed without penalty by the COM 101 policy.

Extra credit: Extra credit will be available to the entire class but it will not be granted on an individual basis. There are four opportunities this semester:

- (1) The Indiana University online tutorial/test is designed to improve your ability to incorporate others' words and ideas into your own work, both accurately and ethically. Links to the tutorial and test will be available on WebCampus. The test must be satisfactorily completed (at least 90 percent) by the **first lab session** of the semester. Students who complete the test and submit the test certificate (hardcopy) will receive **two (2) percentage points** extra credit in the course. **NO LATE CERTIFICATES WILL BE ACCEPTED.**
- (2) Each semester, the Department of Communication Studies sponsors a speech contest, with participants drawn from the COM 101 classes. In general, one or two students from each section will be invited to participate, chosen in a manner to be decided by the instructor. Contest prizes will be announced later in the semester. As an added incentive for excellent achievement, each contestant who fully participates will receive **two (2) percentage points** extra credit. Contest finalists also will automatically receive a **100 percent score** on their semester final exam.
- (3) All students may complete a short series of two "Communication Inventories" to help assess your anxiety level associated with public speaking. The surveys can be revealing to both students and instructors, and can provide the basis of a constructive dialogue regarding how to deal with public speaking anxiety. They will be available on WebCampus during the first two weeks of each semester and will close on the second Saturday. Students who complete the surveys will receive **one (1) percentage point** extra credit in the course.
- (4) (PENDING AVAILABILITY): All students may participate in social-scientific studies for extra credit. Research participation is offered because not only is it important to know how to comprehend scholarly resources, such as journal articles that report results of research studies, but also to get a sense firsthand what is involved in conducting empirical research. In this course you may complete **one (1) research credit**, which will constitute **one (1) percentage point** extra credit in the course. If you do not wish to participate in a given study or cannot for whatever reason, you may complete an alternative assignment (i.e., article summaries) for the same amount of credit assigned to a study. Details will be available on WebCampus.

Additional Class Policies:

- The schedule may be rearranged during the term. Students are responsible for finding out the changes if they miss class.
- Email correspondence with instructors (via WebCampus) is highly encouraged. All such correspondence should be professionally prepared: they are not text messages or tweets! In addition, the content and approach should reflect appropriate standards for professional communication. Rude, abrasive, or other inappropriate correspondence may be forwarded to the UNLV Office of Student Conduct.
- Use of laptops in class is at the discretion of the lab instructor and will be restricted to notetaking or other relevant work **FOR THIS CLASS ONLY**. Any other use will result in the immediate revocation of this privilege for the remainder of the semester.
- Under no circumstances will any use of electronic devices be allowed during speech days.
- Students may not audio or video record classroom lectures or discussion without the expressed **prior** consent of the instructor. Any violations will be reported to the Office of Student Conduct and campus law enforcement as appropriate.

- Cell phones must be turned off before entering the classroom. The use of the cell phone is absolutely forbidden during class. A cell phone that rings during a speech of another individual will result in a 5pt penalty on the owner's speech grade.
- Students also must exercise care not to be late on speech days. If you arrive at class and another speech is being delivered, wait outside for the speech to finish before entering the classroom. If you disrupt another speaker by entering while a speech is in progress, you will be penalized 5pts on your own speech.
- Students are responsible for lectures notes and other information missed by not attending class, including any change in the schedule or assignments.
- We do not return tests, only results. You may look over your test in your lab instructor's office.

Semester Schedule (tentative)

| <u>DATE</u> | <u>TOPIC</u> | <u>READING</u> | <u>PLACE</u> | <u>DUE DATES</u> |
|------------------------------------|--|---|--------------|--|
| Tue, Aug 30 | LECTURE 1: Course Perspective and Intro | Chapter 1 | Lecture | |
| Thur, Sep 1 | LECTURE 2: History and Theory | <i>Coursepack RT 1-13</i> | Lecture | |
| Tue, Sep 6 | LECTURE 3: Constraints of Occasion and Audience | Chapter 16, 5 | Lecture | |
| Thur, Sep 8 | Outlining and Bibliography Conducting Research Analyzing Sources | Chapter 11, 7 (pp. 157-175 only), <i>Coursepack RI 1-5, SE 1-6, OC 1-2</i> | Lab | |
| Tue, Sep 13 | Practice Speech | | Lab | Speech 1 topics due (WebCampus discussion) |
| Thur, Sep 15 | LECTURE 4: Informative Strategies and Informative Organization | Chapter 6, 13, 9 | Lecture | |
| Tue, Sep 20 | LECTURE 5: Supporting Materials | Chapter 10 Chapter 7 (pp. 147-156 only) | Lecture | |
| Thur, Sep 22 | Giving Your First Speech | Chapter 2 | Lab | Preparation outlines due |
| Tue, Sep 27 | Practice Audience Analysis Exercise | Chapter 6, pp. 95-99 (review) | Lab | |
| Thur, Sep 29 | Speech 1 | | Lab | |
| Tue, Oct 4 | Speech 1 | | Lab | |
| Thur, Oct 6 | LECTURE 6: Delivery/Midterm Review | Chapter 3 | Lecture | Self-Evaluation due (WebCampus) |
| Tue, Oct 11 | Midterm | | Lecture | Speech 1 critiques returned |
| Thur, Oct 13 | LECTURE 7: Persuasive Strategies | Chapter 14 | Lecture | |
| Tue, Oct 18 +++++ | LECTURE 7: Persuasive Strategies (cont) | Chapter 14 | Lecture | Speech 2 topics due (WebCampus discussion) |
| Thur, Oct 20 +++++ | LECTURE 8: Means of Persuasion | Chapter 8 <i>Coursepack RT 13-15</i> | Lecture | |
| Tue, Oct 25 | Audience Analysis In-class Activity | <i>Speech 2 Audience Analysis (Coursepack AA 1-4*)</i> | Lab | |
| Thur, Oct 27 | Reasoning Fallacies | Chapter 8 | Lab | |
| Tue, Nov 1 | Case Study | | Lab | Preparation Outlines Audience Analysis Due |
| Thur, Nov 3 | Speech 2 | | Lab | |
| Tue, Nov 8 | Speech 2 | | Lab | |
| Thur, Nov 10 | Speech 2 | | Lab | |
| Tue, Nov 15 | LECTURE 9: Using Language | <i>Coursepack RT 15-19</i> Chapter 12 | Lecture | Self-Evaluation due (WebCampus) |
| Thur, Nov 17 | Case Study II: "I Have a Dream" | <i>Text is available in WC*</i> | Lab | Speech 2 critiques returned Speech 3 topics due (WebCampus discussion) |
| Tue, Nov 22 | LECTURE 10: Visual Aids | Chapter 15 | Lecture | |
| Thur, Nov 24 | Thanksgiving Recess – No Classes | | | |
| Tue, Nov 29 | Semester Review | | Lab | Preparation outlines |
| Thur, Dec 1 | Speech 3 | | Lab | |
| Tue, Dec 6 | Speech 3 | | Lab | |
| Thur, Dec 8 | Speech 3 | | Lab | |
| Final Exam (Finals Week) | TBD | | Lecture | Speech 3 critiques returned |

***Bring these worksheets/exercises to class**

UNLV Institutional Policies, Guidelines, and Resources

Academic Misconduct—Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at: <https://www.unlv.edu/studentconduct/student-conduct>.

Copyright—The University requires all members of the University Community to familiarize themselves **with** and to follow copyright and fair use requirements. **You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws.** Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: <http://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC)—The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

Religious Holidays Policy—Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the **instructor within the first 14 calendar days of the course for fall and spring courses (excepting modular courses), or within the first 7 calendar days of the course for summer and modular courses**, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: <http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

Transparency in Learning and Teaching—The University encourages application of the transparency method of constructing assignments for student success. Please see these two links for further information:

<https://www.unlv.edu/provost/teachingandlearning>

<https://www.unlv.edu/provost/transparency>

Incomplete Grades—The grade of I—Incomplete—can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student's control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving "I" grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the I grade.

Tutoring and Coaching—The Academic Success Center (ASC) provides tutoring, academic success coaching and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, visit <http://www.unlv.edu/asc> or call 702-895-3177. The ASC building is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of the SSC (ASC Coaching Spot). Drop-in tutoring is located on the second floor of the Lied Library and College of Engineering TEB second floor.

UNLV Writing Center—One-on-one or small group assistance with writing is available free of charge to UNLV

students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student's Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>.

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Rebelmail—By policy, faculty and staff should e-mail students' Rebelmail accounts only. Rebelmail is UNLV's official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students' e-mail prefixes are listed on class rosters. The suffix is always @unlv.nevada.edu. **Emailing within WebCampus is acceptable.**

Library Research Assistance - Students may consult with a librarian on research needs. For this class, the subject librarian is Ms. Susie Skarl (Susie.skarl@unlv.edu). UNLV Libraries provides resources to support students' access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at <https://www.library.unlv.edu/>.

Final Examinations—The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: <http://www.unlv.edu/registrar/calendars>.