



The mission of Concord University is to provide quality, liberal arts based education, to foster scholarly and creative activities and to serve the regional community (<http://www.concord.edu/academics/>).

**Course Prefix, Number and Title:** COMM 101 – Fundamentals of Speech

**Course CRN # and Section:** 20281 – 04

**Semester Taught (including year):** Spring 2019

**Credit Hours:** 3

**Prerequisites:** N/A

**Professor:** Ms. Heather Hamilton

**Office Location:** Fine Arts M03

**Office Hours:** MWF 10:00 - 10:50

TR 12:30 - 1:30

By Appointment

**Course Time (if applicable):** MWF 1:00 – 1:50 p.m.

**Email:** hmhamilton@concord.edu

**Building and Room Number (if applicable):** M103

**Phone:** 304-384-5303

**Course Description/Rationale:** In this course, students will attain the skills and knowledge needed to become a better speaker. The students will learn the entire speech creation process and how to develop the best possible speech.

**Course Management System** (Blackboard/Moodle or other systems): Blackboard

**Hardware/Software Needed** (include privacy policies, if applicable): Reliable Internet

**Text requirements:** Beebe, S. & Beebe, S. (2015). *Public speaking: An audience-centered approach* (9<sup>th</sup> Ed.). Boston: Allyn & Bacon.

**Concord University Educational Goal(s)**

1) SKILLS: Proficiency in interpreting data, integrating information, formulating ideas, thinking critically, and communicating with others as demonstrated by the following competencies.

- \*Effective intercommunication skills and literacy adapted as needed for the demands of various kinds of discourse (\*assessed via informative speech)
- An ability to apply and to transfer academic and experiential learning appropriately from one context to another

2) KNOWLEDGE: Familiarity with principles underlying academic discourse in various fields as demonstrated by the following capabilities:

- An ability to interpret events and trends within historical contexts
- Acquaintance with principles underlying languages—for example, linguistic, mathematical, and computer-language systems
- Self-knowledge, including awareness of one’s own competencies, deficiencies, and optimal individual learning-style(s)

3) ATTITUDES: Tendencies conducive to self-knowledge, personal growth and development and responsible citizenship as demonstrated by the following outcomes:

- Habitual reflection on ethical/moral implications of actions when weighing decisions and evaluating outcomes

Commitment to social responsibility, including community service and civic engagement

**National Standards (if applicable):** N/A

**Specific Learning Outcomes:** As might be expected, the primary focus of this class is to help you become a better public speaker. By the end of this course, I hope you will have attained the following:

- A solid knowledge of the speech-making process, Aristotle’s means of persuasion, Cicero’s five rhetorical canons (invention, arrangement, style, memory and delivery), Monroe’s Motivated Sequence, and the importance of exigency.
- Critical skills to better analyze and evaluate public messages.
- Practice, which develops not only your delivery skills but your confidence in front of groups.
- Ideally, an understanding of the power of your words to enact change.

**Course Requirements:**

Mini Speeches . . . . .	100
Chronological Speech . . . .	150
Informative Speech . . . . .	200
Persuasive Speech . . . . .	250
Midterm . . . . .	100
Final . . . . .	150
<u>Participation/Evaluations. . .</u>	<u>50</u>
Total . . . . .	1,000

### Speaking Assignments:

- *Minor Speeches*— you will be expected to give several “mini-speeches” for 1-2 minutes on topics assigned in class. These can be to practice introductions, impromptu speaking, commemorative speaking, etc.
- *Chronological Speech*—your goal is to inform the audience about a process or history using clear instruction and chronological organization. 3-5 min.
- *Topical/Spatial Informative Speech*—your goal is to inform the audience about a topic that a) the audience finds compelling and b) you would like to know more about using a topical or spatial organizational pattern. 4-6 min.
- *Persuasive Speech*—your goal is to persuade the audience that a policy should be enacted. You will be required to use Monroe’s Motivated Sequence. 5-7 min.

### Outlining:

Outlining beforehand gives you time to practice and allows your instructor the chance to help you improve. Students’ performances suffer without this extra time for reflection and skill-enhancement. Thus, you *must* turn in an outline before your speech day. **If you do not turn in an outline in on time, you will lose 10 points. If the outline is not turned in the next day, you will receive a zero for the assignment.**

For each major speech you will be expected to turn in a **preliminary outline with bibliography and a final outline with bibliography**. Preliminary outlines will compose **10 percent of your speech grade** and will be due before the speech date (see schedule) to allow time for feedback. Preliminary outlines will not be accepted the day a speech is to be given.

On your speech day, a **hard copy of your final outline will be due. This same outline should also be submitted online to turnitin.com**. If you do not submit a final outline to turnitin.com you will not receive a grade for the speech.

If a student misses his/her speech day, he/she will receive a zero on the assignment. If extenuating circumstances arise, you must contact me beforehand to receive consideration. Again, treat this as you would a professional situation.

### Participation/ Critical Evaluations:

Every speech round, you will be required to submit critical assessments of speeches given by fellow students. This means you will mention the strengths and weaknesses in the areas of delivery, arrangement, invention, and style. These should be thoughtful, tactful, and ultimately helpful to the person being critiqued. You may opt to use the critique sheets provided on blackboard. Please print these before class. Absences on speech days will result in a **5-point deduction** in participation grade for not completing these evaluations.

Throughout the semester, participation assignments may be given, to improve skills in research, comprehension of material, and facilitate student engagement with the material. **No late work will be accepted**. The teacher also reserves the right to administer quizzes if it is perceived as a necessary incentive. Refer to Part III.A of the “Faculty Handbook” regarding Student Classroom Conduct.

**Examinations:**

There will be a midterm and one comprehensive final exam, consisting of multiple choice and matching questions which cover class lecture and textbook chapters in detail. A study guide will be available beforehand, but it will be important to take good notes in order to succeed. No make up exams will be offered without prior approval.

**Grading Policy and Scale, Make-up Policy, Late Work****Scale:**

100 – 90 . . . . . A

89 – 80 . . . . . B

79 – 70 . . . . . C

69 – 60 . . . . . D

Below 59 . . . . . F

**Late Work:**

Late work will not be accepted. If a student misses a speech and does not inform me before hand, he or she will receive a zero on the assignment. Communication is imperative when emergencies occur. If extenuating circumstances arise, you must contact me as soon as possible, preferably beforehand, for consideration. Students taking an extended absence should keep me apprised.

**Reading:**

You are responsible for all assigned reading. You should have the chapter(s) completely read before the class hour, so that you can ask questions, discuss points, and/or complete an assignment in and out-of-class. Throughout the semester, you should also be reading various feature stories. You will be reading some of these pieces for assignments, but you should also be reading these on your own.

**Plagiarism:**

Plagiarism—the act of presenting the ideas and/or words of an outside source, published or not, as if they were one’s own—*will not be tolerated* and is subject to the most stringent punishment, including failure on the assignment, failure in the course and/or dismissal from the college. Please be responsible in this regard.

## **Attendance:**

### **Class Attendance Policy**

Regular class attendance is part of a student's academic obligation at Concord. Irregular attendance may affect academic performance adversely and is detrimental to the atmosphere of a class. (See University Catalog Academic Policies and Procedures.

[http://catalog.concord.edu/content.php?catoid=6&navoid=349#Class\\_Attendance](http://catalog.concord.edu/content.php?catoid=6&navoid=349#Class_Attendance) )

Your university experience calls for the same level of professionalism and punctuality as employment. It is expected that everyone attend class on a regular basis to ensure the greatest chance for learning and understanding. Each student is given *four absences* to be used for illness, interviews, school sponsored events, or other personal circumstances. Think of them as vacation days if you like. Every additional absence results in a **10-point deduction** off the final grade.

Just as with an employer, it is expected that you inform me when you miss class. For extenuating circumstances (e.g., death of close family, jury duty) I ask that you tell me as soon as possible so I can work with you to reach some sort of compromise. With the availability of e-mail & cell phones, there is no excuse for not contacting me about situations that arise.

Again, if you miss any speech day, without prior approval, you will receive a zero on the assignment.

*University Activity Absences:* "Absence from class for College approved functions poses a special problem. Instructors are required to excuse the physical absence if the student has notified the instructor and arranged for any compensating work prior to the absence" (Concord Handbook). Given this policy, you may have, for example, 5 university excused absences without any penalty, but 4 university excused absences and 1 other absence will result in a reduction of your final grade by 10 points.

Just as with an employer, it is expected that you inform me when you miss class. For extenuating circumstances (e.g., death of close family, jury duty, etc), I ask that you tell me as soon as possible so I can work with you to reach some sort of compromise. With the availability of e-mail and cellphones, there is no excuse for not contacting me about situations that arise.

### **Classroom Conduct:**

It is important that everyone behave professionally in order to accommodate learning and show respect. Your conduct should never disrupt the ability of others to listen.

Disruptive behaviors that violate this right to listen will be subject to the strictures of the Academic Catalog; whereby, students will be given a warning if they are disruptive. Further disruptions in that or future lectures can result in the dismissal from that day's class and/or dismissal from the course.

Please refer to the Academic Catalog at [catalog.concord.edu](http://catalog.concord.edu) for any additional information.

### **Course Timeline (Schedule of Assignments/Assessments/Presentations)**

Course Schedule is attached to the back of this syllabus

**Accessibility/Accommodations:**

Concord University is committed to responding to the needs of students with disabilities as defined by the Americans with Disabilities Act. Please inform your instructor at the beginning of the class semester if you have a disability and are requesting accommodations. It is your responsibility to self-disclose that you are requesting accommodations. The University and instructor will provide you with a reasonable accommodation. You should register with CU's Disability Services Office, located in the Athens campus Jerry and Jean Beasley Student Center, Bottom Floor, across from the Campus Post Office. The Disability Services Office phone is 304-384-6086 or you can email the Director, Nancy Ellison, at nellison@concord.edu for assistance.

**Academic Dishonesty**

Academic dishonesty is morally unacceptable as well as destructive to the learning and teaching atmosphere. Academic dishonesty includes the giving or receiving of improper help on examinations or assignments, falsifying documents, and plagiarism (the act of stealing and using, as one's own, the ideas or the expression of the ideas of another). Such dishonesty can lead to a variety of penalties — including but not limited to failure of assignment, failure of course, loss of institutional privileges, or dismissal from the University. (See University Catalog Academic Policies and Procedures.)

**Concord University Honor Code**

A Concord University Honor Code was approved by students, staff, faculty, administration, and the CU Board of Governors. The Code states:

*"As a member of the Concord University Community I will act with honesty and integrity in accordance with our fundamental principles and I will respect myself and others while challenging them to do the same."*

The Honor Code is intended to unite the Concord community behind a culture of honesty, integrity, and civility.

**Class/Online Attendance Policy**

Regular class attendance is part of a student's academic obligation at Concord. Irregular attendance may affect academic performance adversely and is detrimental to the atmosphere of a class. (See University Catalog Academic Policies and Procedures.)

**Emergency Alert System**

In an effort to increase safety and security on our campus, Concord University encourages everyone to register for instant text message alerts. Alerts will only be used for security and safety notices. All students, faculty, and staff are eligible to receive text message alerts on their cell phones or email alerts. Please contact the IT Help Desk for further assistance (304-384-5291).

**Emergency Information**

Emergency/courtesy telephones are located at the main entrance of each residence hall and at various other locations on campus. Emergency telephones can be identified by the flashing blue light and will

provide the user with a direct link to Public Safety at the press of a button. To report an on-campus emergency, call 304-384-5357 or 911. The Office of Public Safety is located on the bottom floor of the Rahall Technology Center. For further emergency information go to: <http://www.concord.edu/administration/office-public-safety>.

### **Inclement Weather Policy**

As a general policy, the University will remain in normal operations during adverse weather conditions. In the event of severe weather conditions, the following may occur:

#### University Closure

No students or employees are to report.

#### Classes Cancelled

Students do NOT report BUT employees are expected to report to work at their normal time.

#### Operating on an Inclement Weather Delay

Under this schedule, all 8 a.m. classes will start at 10 a.m. Students and faculty will follow the Inclement Weather Schedule. (See <http://www.concord.edu/emergency-alerts> for Athens/Beckley Inclement Weather Schedules.)

*\*Announcements invoking the late schedule or other options referenced above are aired on area radio and television stations and are sent as text and email messages to those enrolled for this service.*

### **Student Conduct**

In classrooms, online, laboratories, and during any activities that are part of course requirements, students are expected to observe reasonable rules of conduct.

### **Sexual Harassment & Assault**

Federal law, Title IX, and Concord University policy prohibits discrimination, harassment, and violence based on sex and gender (Including sexual harassment, sexual assault, domestic/dating violence, stalking, sexual exploitation, and retaliation). If you or someone you know has been harassed or assaulted, you can receive confidential counseling support through the Concord University Counseling Center (304-384-5290). Alleged Violations can be reported non-confidentially to the Concord University Title IX Coordinator at 304-384-6327 or [titleix@concord.edu](mailto:titleix@concord.edu). Reports to Campus Security can be made at (304-384-5357). As an employee at Concord University, I am a mandatory reporter which means I must report any sexual misconduct I am made aware of. This includes verbal or written (such as in an assignment) disclosures of sexual harassment or sexual assault.

### **Technology Services**

Contact the CU Help Desk at extension 5291 from campus or 304-384-5291 off campus. You may also e-mail [cuhelpdesk@concord.edu](mailto:cuhelpdesk@concord.edu).

### **Miscellaneous:**

- All submissions should be typed in 12 pt. Times New Roman font, unless otherwise indicated.

- Please print off information from Blackboard and refer to the site regularly for instructions and clarifications.
- On speech days do not walk in on someone in the middle of their speech. It is very rude!

**Technology:**

Technology has an undeniable presence everywhere in today's society, with smart phones and watches, tablets and laptops. But there is a place and time to properly use these devices. With that said, out of respect for those around you in the class, cell phones must be silenced and put away before class begins. Intentional cell phone usage of any sort, *including texting*, is strictly prohibited.

In situations where an important phone call is expected, students should inform me of the situation beforehand and set their phone to vibrate. Conversations should be taken outside into the hall to avoid disruption.

Tablets and laptops are permitted for the use of taking notes *only*. Should these devices be used for any other purpose other than taking notes, the student will be asked to turn off the device and put it away immediately.

Should the use of technology overwhelmingly distract the class from its learning, *the instructor reserves the right to have devices set in plain sight at the front of the classroom or prohibit technology being brought to class altogether.*

If you have any questions regarding these policies or any other issue, please feel free to meet with me during my office hours. Public speaking is an exciting subject that provides a great opportunity to better others as well as yourself. Your words can be powerful! I look forward to working with you over the course of the semester.

Enjoy the class!

**Syllabus Disclaimer**

**"This syllabus is subject to change based on the needs of the class. Please check it regularly."**

## COMM 101 – FUNDAMENTALS OF SPEECH SEMESTER SCHEDULE

MONDAY, WEDNESDAY, FRIDAY 1:00 – 1:50

### M103

- Week 1 Mon. Jan. 14: Introductions and Syllabus  
Wed. Jan. 16: Intro to Rhetoric, Rhetorical Canons, and Public Speaking (Chp. 1)  
Frid. Jan. 18: Ethics and Exigency (Chp. 3), Process of Speech Creation (Chp. 2)  
**Assign Mini Speech #1**
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- Week 2 Mon. Jan. 21: MLK Day – NO CLASSES  
Wed. Jan. 23: **Give Mini Speech #1**  
Frid. Jan. 25: Invention: Topic, Purpose, Central Idea (Chp. 6)  
**Assign Chronological Speech**
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- Week 3 Mon. Jan. 28: Invention: Research – Sources of Support  
Wed. Jan. 30: Invention: Research – Types of Support  
Frid. Feb. 1: Arrangement: Outlining the Speech & Preparing a Bibliography (Chp. 8)
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- Week 4 Mon. Feb. 4: Arrangement: Chronological Organization and  
Introduction, Conclusion, and Transitions (Chp. 9)  
**Assign Mini Speech #2**  
Wed. Feb. 6: **Give Mini Speech #2**  
Frid. Feb. 8: Delivery: Verbal and Nonverbal Delivery (Chp. 11)  
**Chronological Prelim. Outlines due**
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- Week 5 Mon. Feb. 11: Delivery: Visual Aid Principles  
**Chronological Prelim. Outlines handed back**  
Wed. Feb. 13: Chronological Speech Day  
Frid. Feb. 15: Chronological Speech Day
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- Week 6 Mon. Feb. 18: Chronological Speech Day  
Wed. Feb. 20: Chronological Speech Day  
Frid. Feb. 22: Audience Analysis (Chp. 5)  
**Assign Informative Speech**
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- Week 7 Mon. Feb. 25: All Organization Patterns;  
Discuss Informative topic, purpose, and central idea  
Wed. Feb. 27: Informative Principles (Chp. 13)  
Frid. March 1: **MIDTERM EXAM**
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Week 8 Mon. March 4: Language & Poetics (Chp. 10)  
**Assign Mini Speech #3**  
Wed. March 6: **Give Mini Speech #3**  
Frid. March 8: Memory: Listening (Chp. 4) **Informative Prelim. Outlines due**  
Week 9 Mon., Wed., Frid., March 11, 13, 15: **SPRING BREAK – NO CLASSES**

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Week 10 Mon. March 18: Informative Speech Review  
**Informative Prelim. Outlines handed back**  
Wed. March 20: Informative Speech Day  
Frid. March 22: Informative Speech Day

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Week 11 Mon. March 25: Informative Speech Day  
Wed. March 27: Informative Speech Day  
Frid. March 29: Persuasion: pg. 332-335: Monroe's Motivated Sequence  
**Assign Persuasive Speech**

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Week 12 Mon. April 1: Persuasion: pg. 284-286: Fact, Value, Policy Propositions  
Wed. April 3: Persuasion: pg. 286 -287: Ethos, Pathos, Logos  
Frid. April 5: Persuasion: Reasoning and Fallacies

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Week 13 Mon. April 8: Persuasion: Changing attitudes, beliefs, values, and behavior  
(Chp. 14)  
**Assign Mini Speech #4**  
Wed. April 10: **Give Mini Speech #4**  
Frid. April 12: Review Monroe's Motivated Sequence  
**Persuasive Prelim. Outlines due**

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Week 14 Mon. April 15: Review Persuasive Prelim. Outlines and prepare for speeches  
**Persuasive Prelim. Outlines handed back**  
Wed. April 17: Persuasive Speech Day  
Frid. April 19: **NO CLASS**

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Week 15 Mon. April 22: **NO CLASS**  
Wed. April 24: Persuasive Speech Day  
Frid. April 26: Persuasive Speech Day

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Week 16 Mon. April 29: Persuasive Speech Day  
Wed. May 1: Review Day  
Frid. May 3: Review Day

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Week 17

Frid. May 10 – 11:30 – 1:45: **FINAL EXAM**

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\*Note: This semester schedule is subject to change. You will be notified when such changes take place.