

**Public Speaking SPCH**  
1315  
Section 457  
ONLINE

Instructor: Macee Franco – mfranco@southplainscollege.edu  
Office: Online via Blackboard Collaborate  
Office hours: By appointment: online via Blackboard Collaborate

*Print this document for your reference.*

**Department:** Communication Department

**Discipline:** Communication Studies

**Credit:** 3 hours lecture

This course satisfies a core curriculum requirement in Speech

**Prerequisites:** There are no prerequisites for this course.

**Available Formats:** conventional, dual credit, hybrid, online and ITV

**Campus:** Levelland, Downtown Center, Plainview, Lubbock Center, Dual-Credit

**Technical and Required Materials:**

1. Our textbook is Exploring Public Speaking, 4.2 Edition – Published 2023, Tucker et al

[Weblink: www.exploringpublicspeaking.com](http://www.exploringpublicspeaking.com)

*Creative Commons License*

This work is licensed under a [Creative Commons Attribution-NonCommercial-Share Alike 4.0 International License](https://creativecommons.org/licenses/by-nc-sa/4.0/)

This text is part of the OER program. The text is free. It can be found at the link above in many formats, including PDF. There is no physical version of the text, but the student can have it printed at their own expense, if so desired.

2. Access and ability to competently use an appropriate computer (+ printer + internet). Competent use includes the ability to send & receive Blackboard messages, attach & open Word/PDF documents, and post messages to discussion boards. A high-speed internet connection and the ability to view video content, and record video content. Be certain you have the appropriate Computer equipment by visiting the SPC Instructional Technology Department's homepage. Direct technical questions to blackboard@southplainscollege.edu or call 716-2180.
3. Access and ability to competently use your own video recording equipment. The web cam on your computer may be used for video blogs, video conferencing, but it cannot be used for recording presentations. To record presentations, you may utilize your cell phone device if the video quality is good.
4. Ability to confidently upload video files to a cloud platform (One Drive, etc.) and provide links in Blackboard assignments.

5. Use of a USB headset with a microphone or headphones for video conferencing (recommended)
6. Updated software on your computer.
7. If recording your presentation asynchronously, an audience of at least five students (does not include the speaker but may include the video operator). All must be present for the entire presentation. \*More regarding this will be included as presentations draw near.

**Course Description:** Application of communication theory and practice to the public speaking context, with emphasis on audience analysis, speaker delivery, ethics of communication, cultural diversity, and speech organizational techniques to develop students' speaking abilities, as well as ability to effectively evaluate oral presentations.

**This course partially satisfies Core Curriculum Requirement: Institutional Foundational Component Area (090)**

**Texas Higher Education Coordinating Board Core Objectives addressed:**

- **Communication Skills** – to include effective written, oral, aural and visual communication
- **Critical Thinking Skills** – to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- **Teamwork Skills** – to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
- **Personal Responsibility** – to include the ability to connect choices, actions, and consequences to ethical decision-making
- **Social Responsibility** – to include intercultural competency, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

**Learning Outcomes:** Upon successful completion of this course, students will:

- Demonstrate an understanding of the foundational models of communication.
- Apply elements of audience analysis.
- Demonstrate ethical speaking and listening skills by analyzing presentations for evidence and logic.
- Research, develop and deliver extemporaneous speeches with effective verbal and nonverbal techniques.
- Demonstrate effective usage of technology when researching and/or presenting speeches.
- Identify how culture, ethnicity and gender influence communication.
- Develop proficiency in presenting a variety of speeches as an individual or group (e.g. narrative, informative or persuasive).

**Attendance Policy:**

Online courses have a fundamentally different vision of student attendance. Students are expected to check Blackboard Messages and engage with Blackboard daily. If you are not able to do this, then online courses may not be the best option for you to be successful in the college environment.

Students who enroll in a course but have “Never Attended” by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records. It is the student’s responsibility to be aware of this policy.

It is the student’s responsibility to verify administrative drops for excessive absences through MySPC using his or her student online account. Students will also be dropped from this class when they fail to submit assignments for two consecutive weeks.

### **SPC Blackboard Ultra Portal**

The Blackboard Ultra software used to manage this class monitors student logins, tracking when and where the student has been in the course. Accessing this course regularly is extremely important to meet the objectives.

### **Student Code of Conduct Policy:**

The South Plains College Mission Statement reflects the goal of helping students become productive and responsible citizens in a global society. This is achieved through providing learning environments that are innovative, engaging, compassionate, safe, diverse, and supportive. This mission is central to the expectations for student conduct. As members of the South Plains College community, students are expected to adhere to the Code of Conduct that is published annually in the South Plains College Student Guide (found online in the General Catalog).

Any successful learning experience requires mutual respect on the part of the student and the instructor. Neither instructor nor student should be subject to others’ behavior that is rude, disruptive, intimidating, aggressive, or demeaning. Student conduct that disrupts the learning process or is deemed disrespectful or threatening shall not be tolerated and may lead to disciplinary action and/or removal from class.

**South Plains College policies concerning Disabilities, Non-discrimination, Title IX Pregnancy and Parenting Accommodations, CARE (Campus Assessment, Response, and Evaluation), Intellectual Exchange, Campus Concealed Carry, COVID-19, and AI (Artificial Intelligence) can be found here: [Syllabus Statements](#).**

### **Academic Integrity Statement:**

It is the aim of the faculty of South Plains College to foster a spirit of complete honesty and a high standard of integrity. The attempt of a student to present as their own any work which they have not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offender liable to serious consequences, possibly academic or disciplinary suspension. Initial offenses of cheating and plagiarism are considered academic discipline and are managed on a case-by-case basis by the faculty and/or academic administration.

**Plagiarism Statement:**

Offering the work of another as one's own, without proper acknowledgment, is plagiarism; therefore, any student who fails to give credit for quotations or essentially identifiable expression of material taken from books, Internet resources, encyclopedias, magazines and other reference works, or from the themes, reports or other writings of a fellow student, is guilty of plagiarism.

\*Access the Student Handbook for additional information relating to student responsibilities. For information regarding official South Plains College statements about diversity, disabilities, non-discrimination, Title V Pregnancy Accommodations, Campus Concealed Carry, and COVID-19; access the SPC Syllabus Statements.

**Course Requirements:**

1. You will be tested on online lecture/discussion materials on scheduled quizzes.
2. To take thorough notes, study all lecture material, informational handouts, and assigned readings, and work/prepare in a language understood by instructor and class (English).
3. To actively participate in online discussions and the online course.
4. To show maturity and professionalism in preparation of assignments and in online behavior. (*Disruptive/inappropriate behavior may result in being dropped from class.*)
5. To show courteousness to fellow classmates.
6. To communicate with instructor whenever assistance is needed re: class assignments.
7. To appropriately cite information obtained from other sources.
8. To initiate withdrawal from the course if absences become excessive.
9. Students cannot pass the course and should drop if missing multiple major grades.

**Student Obligations****A. Punctuality**

1. Students are required to complete and submit ALL assignments (activities, postings, examinations, etc.) on time, without exception. Generally, assignments, quizzes, etc. close at 11:59 pm (CST) on the due date (typically a Sunday).

2. Absences/failure to submit assignments due to extenuating circumstances, will be reviewed on a case-by-case basis. Official documentation presented to me will be required for any consideration to be granted. If late work is accepted, it must be completed by the agreed upon date or the assignment in question will receive a zero.

3. New material will be released on Mondays, but students should check their Blackboard messages and Announcement area daily for updates which could include changes in assignments/due dates.

**B. Protocol**

1. Technological issues are not an excuse for late work. Do your assignments, quizzes, and presentations early to ensure you have time for any issues that may arise.

2. Technical questions should be sent to [blackboard@southplainscollege.edu](mailto:blackboard@southplainscollege.edu) (806) 716-2180.

3. E-mail correspondence with the professor should be limited to Blackboard messages.

4. Students can expect a reply to a Blackboard message within 24 hours Monday through Friday.

### **C. Professionalism**

1. It is my expectation and the institution's that appropriate citation and documentation be given for materials and information obtained from other sources. Cases of plagiarism will be treated as will any case of academic dishonesty, with at least a failing grade for the assignment/examination. In addition, the student may be dropped from the course with a failing grade. See the SPC Student Guide for more information.
2. Because online courses are text/video-based, students will ensure that proper grammar and grammatical and spelling errors are avoided. Excessive or distracting errors will result in grade reductions. Deliver speeches and written materials in English.
3. Profanity and disrespect are not tolerated. Maturity and professionalism are expected in the preparation of all assignments and in classroom behavior. All comments should be appropriate for the college classroom and its educated participants.

### **D. Preparedness**

#### **1. Time Commitment**

- Research recommends that students spend two hours of outside study for every one hour of in-class time. For a 3 credit-hour, face-to-face course that means a total time investment of six to nine hours per week, in a 15-week course. This expectation of time investment is still the same for online classes. If you do not feel you can meet this requirement, it might be best to drop the course.

#### **2. Group Work**

- Students should be prepared to work with others through online learning platforms (i.e. Blackboard Collaborate, Video Chats).

#### **3. Catastrophe Management**

- Students should be prepared for equipment failures with their primary computer/devices. Locate a "back-up" option NOW and DO NOT procrastinate in completing assignments as no work is accepted late.
- If internet problems arise and cause the South Plains College server to go down, adjustments will be made accordingly.

#### **4. Lost/Corrupt/Disappeared Files**

- You must keep/save a copy of every project/assignment on an external disk or personal computer. In the event of any kind of failure (e.g., Blackboard server crash or virus infection, student's own computer crashes, loss of files in cyberspace, etc.) or any contradictions/problems, I may/will request you to resubmit the files or provide additional documentation. In other words, if you submit a document to me, and I do not receive it (lost in cyberspace) or it is corrupt when I open it, you need to resend it to me, corrected, with little or no "downtime" in regard to the timeline for submission.

**Assessment and Grading:** This department supports university policies of academic excellence as noted in the student handbook. Interpretation of grades should be considered within the university framework: A=excellent, B=good; C=average; D=inferior; and F=failure.

Grades will be calculated based on the amount of points students earn & will be interpreted as: A=900-1000, B=800-899, C=700-799, D=600-699, F=599 and below (for points...you may use percentages if you wish).

Major Speech Assignments: 4 speeches or 40%

Exams/Daily Grades/Other: 60%

**Speech Topic Policy:**

- Speech topics **must** be appropriate for a classroom setting. Speeches that encourage audience members to participate in illegal and/or unethical actions are not acceptable. All topics **MUST** be approved by your instructor in advance of speech day. Any student who begins a speech on an unapproved or inappropriate topic will receive a zero. You will receive an email from me if your topic is unapproved.

**E-mail Policy:**

- You are responsible for checking your South Plains email account regularly for updates about assignments and other information. It is a good idea to check your email daily to be aware of such information.
- I will respond to emails within 24 hours of receipt during business days. If you e-mail on Friday you may not receive a response until Monday. If you email me with a question at 10:00 am about an assignment due at 12:00 pm that day, I will likely not have time to respond with an answer before turn-in time. Plan ahead!

## Assignment Descriptions

### Collaborate/Synchronous Meetings:

- A meet and greet utilizing Collaborate will be conducted at the beginning of the semester. Every student is **expected** to attend. This will be a short meeting to test the computer's audio and video that you will be using to complete your speeches. The time that you select for the "**meet and greet**" will be your day/time to meet during Speech Week's (view the Course Calendar to determine when these will happen throughout the semester). If you have questions, please feel free to reach out to me.  
\*Please note that assignments are subject to change at the professor's discretion.

### Speeches: {2 will be completed synchronously & 3 will be uploaded via one drive}

You will complete 4 **major** speeches in this class and 1 introduction speech. ALL speeches MUST be classroom appropriate. There is NO exception to this rule. Speech topics **must** be appropriate for a classroom setting. Speeches that encourage audience members to participate in illegal and/or unethical actions are not acceptable. All topics MUST be approved by your instructor in advance of speech day. Any student who begins a speech on an unapproved or inappropriate topic will receive a **ZERO**.

- Introduction Speech (**one drive**) you will deliver a **1** minute speech of introduction
- Demonstration Speech (**one drive**) You will deliver a **4** minute speech of demonstration.
- Informative Speech (**synchronous**) You will deliver a **5** minute informative speech that is not a speech of demonstration.
- Persuasive Speech (**synchronous**): You will deliver an **6** minute persuasive speech utilizing a claim of policy.
- Special Occasion Speech (**one drive**) You will deliver a **1-3** minute speech

**One Drive Video Uploads IMPORTANT INFO: Your initial video posts are due no later than Friday evenings at midnight in order to give your classmates ample time to craft their feedback response.**

### Feedback Responses (DUE on One Drive)

- The speeches that are done asynchronously and uploaded via One Drive require you to respond to **2 CLASSMATES VIDEOS**. You must respond to your classmates (this is part of the participation and overall grade of your speech) \*\* NOTE important grading requirements
- You are assessed on the *quality* of your contributions, not just the *quantity* or *length* of what you say. Thus, your posts and responses should **clearly demonstrate** you have watched your peer's speech (es), analyzed them, and are helping facilitate a scholarly conversation amongst your classmates- **ex: use examples from their speech and relate it to something you have read in our textbook.**

- It is vital for the participation part of this course that you respond to 2 classmates videos. Your **feedback response** will involve responding to two classmate's original video, responding to any aspect of their video in a maximum of 250 words. Please remain respectful and considerate in your writing. This includes treating one another with civility and proofreading all posts before submitting them. Posts should be written in a formal (scholarly) manner (as opposed to conversational banter with emoticons, abbreviations, and slang that you would not otherwise use in an academic manuscript).

### **Self Critiques: DUE ON Blackboard**

You will write a self-evaluation of your demonstration speech, informative speech and your persuasive speech. Assignment details will be in the weekly module.

### **Participation:**

Participation involves completing each of the assignments and responding to classmates. Also, turning in all work on time ensures ample participation. PLEASE NOTE: video postings & responding DUE dates in order for other students to respond to your videos. This plays a large role in participation in this class, as well as showing up for your assigned group times, and completing class work.

**Exams:** You will complete 10 quizzes during the semester at 20 points each that will cover chapter readings, and weekly assignments. The other quizzes factor into the participation part of the course to ensure reading is done. These will be completed on Blackboard after you finish reading each chapter.

**Communication Improvement Profile:** The purpose of this assignment is to evaluate your typical communication habits and to determine three specific communication improvement goals for the semester.

### **PRCA Submission:**

You will complete a communication apprehension analysis and post your results on the assignment submission link.

### **Peer Evaluation:**

For the informative and persuasive speech – you will be assigned a member of your group to complete a peer evaluation for. You will evaluate that same group member for both synchronous speeches. More information regarding this assignment will be given in the correct weekly module.

### **Group Project:**

You will complete a group project with your assigned group in collaboration with your school. Assignment description will be posted as groups are assigned. You will receive the assignment & guidelines in ample time to complete the project.

<b>Course Assignment</b>	<b>Maximum Points</b>	<b>Points I Earned</b>
<b>Speeches</b>	<b>620 Total</b>	
Impromptu/Introduction Speech	20	
How To Speech	50	
• How To Speech Self-Critique	20	
Informative Speech	120	
• Informative Speech Outlines	30	
• Informative Speech Self - Critique	30	
Persuasive Policy Speech	150	
• Persuasive Speech Outlines	50	
• Persuasive Speech Self - Critique	50	
Special Occasion Speech	80	
• Special Occasion Speech Outline	20	
<b>Quizzes</b>	<b>200 Total</b>	
•10 quizzes @ 20 Points Each	200	
<b>Assignments and Activities</b>	<b>180 Total</b>	
Communication Improvement Profile	35	
PRCA submission	15	
Group Project	100	
Participation	15	
Peer Evaluations	15	
	<b>1000 Possible Points</b>	
		<b>Total Points I earned:</b>

## Course Calendar

Day	Topic/Assignments Due	Readings
<b>Week 1 Module 1</b>		
8/25 – 8/31	Watch welcome video Introduction and syllabus review Sign up for groups/timeslots via blackboard Quiz 1 <b>DUE</b>	Chapter 1
<b>Week 2 Module 2</b>		
9/1 – 9/7	Communication Improvement Profile <b>DUE</b> Quiz 2 <b>DUE</b> <b>First Meet &amp; Greet Synchronous Meeting</b> *you will meet at your scheduled day of the week and group time via blackboard collaborate	Chapter 2
<b>Week 3 Module 3</b>		
9/8 – 9/14	PRCA <b>DUE</b> Quiz 3 <b>DUE</b>	Chapter 3
<b>Week 4 Module 4</b>		
9/15 – 9/21	Quiz 4 <b>DUE</b> How to Speech Topic Check <b>DUE</b> on <b>One Drive</b> “ <i>How to Speech Topic Check</i> ” document	Chapter 4
<b>Week 5 Module 5</b>		
9/22 – 9/28	How To Speech <b>DUE</b> on one drive & 2 responses <b>DUE</b> on <b>One Drive</b>	

Day	Topic/Assignments Due	Readings
<b>Week 6 Module 6</b>		
9/29 – 10/5	How To Speech Self-Critique <b>DUE</b> Quiz 5 <b>DUE</b>	Chapter 5
<b>Week 7 Module 7</b>		
10/6 – 10/12	Informative Speech Topic Check <b>DUE</b> on <b>One Drive</b> “ <i>Informative Speech Topic Check</i> ” document Quiz 6 <b>DUE</b>	Chapter 6
<b>Week 8 Module 8</b>		
10/13 – 10/19	Informative Speech Outlines <b>DUE</b> <b>Synchronous Informative Speeches</b> ** you will meet at your scheduled day of the week & group time via blackboard collaborate	
<b>Week 9 Module 9</b>		
10/20 – 10/26	Informative Speech Self Critique <b>DUE</b> Quiz 7 <b>DUE</b>	Chapter 7
<b>Week 10 Module 10</b>		
10/27 – 11/2	Quiz 8 <b>DUE</b> <b>Start working on group project!!!</b> ** Groups will be assigned based on school  Persuasive Speech Topic Check <b>DUE</b> on <b>One Drive</b> “ <i>Persuasive Speech Topic Check</i> ” document	Chapter 8

--	--	--

Day	Topic/Assignments Due	Readings
<b>Week 11 Module 11</b>		
11/3 – 11/9	Quiz 9 <b>DUE</b> Persuasive Speech Outlines <b>DUE</b> <b>Synchronous Persuasive Speeches</b> ** you will meet at your scheduled day of the week & group time via blackboard collaborate	Chapter 9
<b>Week 12 Module 12</b>		
11/10 – 11/16	Persuasive Speech Self Critique <b>DUE</b> Special Occasion Speech Topic Check <b>DUE</b> on <b>One Drive</b> “ <i>Special Occasion Speech Topic Check</i> ” document Quiz 10 <b>DUE</b>	Chapter 10
<b>Week 13 Module 13</b>		
11/17 – 11/23	<b>GROUP PROJECT DUE</b> uploaded via one drive Quiz 11 & 12 <b>DUE</b> (grades for these quizzes are factored in on the <i>participation</i> part of this course) <b>NOT</b> associated with the other 10 quizzes.	Chapter 11 & 12 Read chapters 13, 14
<b>Week 14 Module 14</b>		
11/24 – 11/30	Special Occasion Speech Outline <b>DUE</b> Special Occasion Speech <b>DUE</b> on <b>One Drive</b>	Chapter 15, 16
<b>Week 15 Module 15</b>		

12/1 – 12/7	FINAL GRADES POSTED ON BLACKBOARD	