

MILWAUKEE AREA TECHNICAL COLLEGE

**ELEMENTS OF SPEECH
SPCH 201-210
Three Credits**

**Spring, 2004
M & W 1:00 – 2:25
Room C376**

**Instructor: Helen Chester
Office: C372**

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Office Hours: M, W, TH 9:00-10:00, T 9:00-11:00

Prerequisite: None

COURSE DESCRIPTION:

The purpose of this course is the development of speaking skills. Stress is placed upon speech content, organization, and delivery. Growth in poise and confidence is a major goal of this course.

COURSE OBJECTIVES:

- 1. Develop an awareness and recognition of those characteristics by which speaking performance is evaluated.**
- 2. Effectively plan, organize, and deliver a variety of types of platform speeches in front of audiences.**
- 3. Develop poise and confidence in speaking ability through practice in extemporaneous, manuscript, and discussion forms of speech.**
- 4. Apply specific psychological principles in preparation and delivery.**
- 5. Listen with concentration, understanding, and discernment.**

ADA STATEMENT:

If you have a disability that impacts your classroom performance and wish to request an accommodation, contact the Center for Special Needs at (414) 297-6838. They may require documentation regarding your disability to enable them to comply with your request. Admission of a disability is voluntary and will be handled in a confidential manner. MATC does not discriminate against

individuals with disabilities and fully complies with the Americans with Disabilities Act. To ensure your academic success in this program, you are strongly encouraged to provide your instructor with a copy of the Instructor Notification Form from the Center for Special Needs.

MATC CORE ABILITIES:

The Core Abilities are skills that allow students to continually adapt and learn. They have been called “employability skills,” soft skills, and professional attributes. You may not be tested for all the Core Abilities directly, but you will demonstrate or apply them to complete lessons or to improve skills. The Core Abilities and indicators are listed below, and the ones you will be focusing on in this course are indicated with a * below.

1. Communicate Effectively *
2. Collaborate with Others
3. Respect Diversity
4. Demonstrate Responsibility
5. Think Critically *
6. Utilize Technology
7. Apply Math and Science

Each of these skills will be infused throughout all MATC courses.

COURSE COMPETENCIES:

1. Demonstrate active listening behavior
2. Evaluate presentations
3. Demonstrate effective delivery skills
4. Present a speech to inform
5. Present a speech for a special occasion
6. Present a speech to argue and persuade
7. Integrate audio/visual aids during public presentations
8. Present material using distinct organizational patterns
9. Demonstrate moral and ethical responsibility in public speaking
10. Apply logical reasoning to research-based evidence in speaking situations
11. Apply audience analysis to a variety of speaking situations

REQUIRED TEXTBOOK:

Beebe, Steven, Public Speaking: An Audience Centered Approach, Fifth Edition.

REQUIRED SUPPLIES: Notebook for class notes
Index cards: 3x5 or 4x6
Computer disk or typing paper
One blank VHS tape

COURSE REQUIREMENTS:

- **ALL SPEECHES MUST BE DELIVERED TO SUCCESSFULLY COMPLETE THIS COURSE**
- * **ALL assignments must be handed in as directed**
- * **NO LATE ASSIGNMENTS WILL BE ACCEPTED**
- **ALL ASSIGNMENTS MUST BE COMPUTER-GENERATED OR TYPED**
- **Failure to bring your VHS tape on “speech days” will result in a 10-point reduction of grade**
- **All reading assignments and activities indicated on this schedule are to be completed BEFORE coming to class. There may be times when reading / assignments etc. may not be actively discussed in class. You are nonetheless responsible for their content.**
- **SPEECHES AND GROUP ACTIVITIES ARE TO BE PRESENTED ON THE ASSIGNED DATES. UNDER “EXTREME” CIRCUMSTANCES A PRESENTATION MAY NEED TO BE DELAYED, THIS RESCHEDULED PRESENTATION MAY BE RESCHEDULED ONLY AFTER A PHONE CALL TO THE INSTRUCTOR. THIS MAY OCCUR ONLY ONCE DURING THE SEMESTER.**

ABSENCES: Punctuality and regularity of attendance is EXPECTED of all students. Research in the field of college retention identifies regularity of class attendance as one of the best predictors of successful course completion. It is the student's responsibility to discuss absences with the instructor. Please contact me before a lengthy absence. The responsibility for any make-up work lies with the student. Students should bear in mind, however, that there will be activities that require the

student's attendance and which can therefore not be made up. Keep in mind that absence is not an excuse for missing material covered in class or for neglecting to turn in assignments. You are still responsible for all materials covered in class.

If you miss six class HOURS you will be dropped from class.

SEE CURRENT POLICY ON ATTENDANCE AS DISTRIBUTED

Liberal Arts & Sciences instructor absences are posted at the C end of the skywalk between the M building and the C building on the glass display case and across from M214.

WITHDRAWALS:

It is the student's responsibility to withdraw from this class if you must drop. If you do not withdraw yourself, you will be evaluated in the basis of the grades previously recorded. Before withdrawing discuss your intentions with your advisor or instructor who may be able to recommend an alternative course of action.

Students who do not report for their final examination and/or presentation and who have not formally withdrawn from this class or made other arrangements with the instructor will receive a "U" grade for this course. The last day to drop a class is two weeks before the end of the semester.

INCOMPLETES:

Incomplete grades are given only when the course has been carried until the end of the semester and arrangements have been made with the instructors for the completion of course requirements in the following semester. An incomplete contract must be filed with the instructor, and no contract is issued if less than 75% of the coursework has been completed. Failure to make such arrangements will have the same effect on the grade point average as a "U".

PLAGIARISM:

Plagiarism is the stealing or passing off as one's own the ideas, expressions, and/or words of another. The key elements in plagiarism are intentional theft and concealment. It is totally contrary to the aims of scholarship and formal education. Because of this, if such dishonesty is suspected, the instructor will consult the student. It is the student's responsibility to know and understand the policy for academic

dishonesty. Be advised that MATC subscribes to databases that identify plagiarized papers.

SEE MATC STUDENT HANDBOOK - "STUDENT ACADEMIC CODE OF CONDUCT"

EVALUATION:

Your grade in this course will be based on the following:

Oral presentations

= 2/3 rds

Written work (including outlines & evaluations, quizzes & exams) =

1/3
Total grade

GRADING SCALE:

100 - 93 - A

92 - 86 - B

85 - 77 - C

76 - 70 - D

69 and below - U

Quizzes will be administered on a regular basis to insure textbook readings have been completed. No more than one quiz can be made up after an absence.

TOPICS AND ASSIGNMENTS

WEEK 1

Jan. 21

Introduction to class

Introduction to public speaking

Icebreaker activities

Student interviews

Assignments:

Read Chapter 1 "Introduction to Public Speaking"

Week 2

Jan. 26

Speaker presence

Speech anxiety

Basic delivery techniques

Communication Process

Assignments:

Read Chapter 2 "Overview of Speech Making Process"

Jan.28

Presentation of 2 minute speeches of introduction- outline & speaker cards due immediately after presentation

Quiz Chapters 1 & 2

Assignments:

Read Chapter 5 – “Analyzing the Audience”

WEEK 3

Feb. 2

Ethics in public speaking

Introduction to the personal experience speech

Examine & discuss sample personal experience speeches

Assignments:

Read Chapter 3 “Ethics and Free Speech”

Read Chapter 13 “Delivering your Speech”

Feb. 4

Quiz- Chapters 3 & 5

Introductions and Conclusions

Transitions and internal summaries

Informal Outlining

Preparation of speaker cards

Delivery

Assignments:

Read Chapter 6 “Developing your Speech”

Chapter 7 “Gathering Supporting Materials”

WEEK 4

Feb. 9

Presentation of 4-6 minute personal experience speech

Assignments:

Read Chapter 8 – “Supporting your Speech”

Read Chapter 10 – “Introducing and Concluding your Speech”

Feb. 11

Quiz on Chapters 6 & 7

Conclude presentation of personal experience speech, if necessary
Introduce Informative Speaking

Assignments:

Read Chapter 15 – “Informative Speaking”

WEEK 5

Feb. 16

Continue Informative Speaking

Organization/Formal Outlining

Examine & discuss sample informative speeches & outlines

Supporting Materials

Assignments:

Read Chapter 8 – “ Supporting your Speech”

Read Chapter 9 - “ Organizing your Speech”

Feb. 18

Quiz on Chapters 8 & 10

Introduction to Electronic research & the Internet

Library Orientation

Audience Analysis

Assignments:

Review Chapter 5 - “Analyzing your Audience”

WEEK 6

Feb. 23

Continue audience analysis

Use of Visual Aids
MLA Documentation
Critique of sample informative speeches
Critique of sample informative speech outlines

Assignments:

Read Chapter 14 - "Using Visual Aids"

Feb. 25

Quiz Chapters 9 & 13

Lab time in preparation for informative speech

WEEK 7

March 1

Presentation of 4-8 minute informative speech (outline, speaker cards due immediately after delivery; visual aid required).

March 3

Quiz Chapter 14

Conclude presentation of informative speeches as above

WEEK 8

March 8

Listening

Barriers to Listening

Assignments:

Read Chapter 4 – "Listening"

March 10

Introduction to Persuasion

Types of Persuasion

Advertising as Persuasion

Assignments:

Read Chapter 16 – "Principles of Persuasive
Speaking"

WEEK 9

March 15

Appeals in advertising and persuasion
Advertising Project introduced
Effective Use of Language

Assignments:

Read Chapter 12- “Using Words Well...”

March 17

Quiz on Chapters 4 & 12

Thesis v. Proposition
Fallacies

Assignments: Work on advertising project

WEEK 10

March 22

Continue fallacies
Introduce Persuasive Speech Assignment
View & evaluate sample persuasive speeches

Assignments: Review Chapter 16

Begin working on persuasive speech

March 24

Traditional persuasive organizational patterns
Group work identifying proofs and fallacies in a printed speech
Possible lab time

Assignments:

Read Chapter 17 “Using Persuasive Strategies”

WEEK 11

March 29

Presentation of 5-8 minute Persuasive Speech I

March 31

Quiz on Chapters 16 & 17
Conclude presentation of persuasive speeches

WEEK 12

April 5

Introduction to alternative persuasive organizational strategies
Review fallacies
Speaking to actuate

Assignments:

Review Chapter 17 “Using Persuasive Strategies”

April 7

Monroe’s Motivated Sequence
Analyze & evaluate sample speeches employing Monroe technique

Assignments: Review Chapter 17

SPRING BREAK APRIL 9 – 18

WEEK 13

April 19

Presentation of Persuasive Speech II – to actuate

April 21

Continue Presentation of Persuasive Speech II – to actuate

WEEK 14

April 26

Introduction to Special Occasion Speaking
Impromptu Speaking
Workplace Speaking
Interviewing

Assignments: Read Chapter 18 “Special Occasion Speaking”

April 28

Introducing a Speaker

In-class research & preparation of a 1.5 minute introduction of speaker

WEEK 15

May 3

Continue Special Occasion Speaking

Eulogies

Manuscript Speaking

May 5

Introduce Speaking to Entertain

Analyze & evaluate speeches to entertain

Assignments:

Review Chapter 18

WEEK 16

May 10

Presentation of Speeches to Entertain; marked manuscript due

May 12

Conclude presentation of Speeches to Entertain; marked manuscript due

WEEK 17

May 17

Final 1.5 page, typed self-evaluation due

Conferencing

This is only a tentative list of topics and assignments. Additional topics and/ or assignments may be added or deleted to meet the needs of this class.

