Professor: Amie Ford  
Email: mortonae@sfasu.edu  
Office: Pearman Alumni Center  
Phone: 936.468.3407  
Office Hours: M/W 4-5pm, TR 11am-12pm; additional times on MWF by appointment through Zoom or phone.  
VIRTUAL Appointments are held via Zoom or phone and scheduled by emailing me at mortonae@sfasu.edu  
Department: Languages, Cultures, and Communication  
College: College of Liberal and Applied Arts  

Mental Health Needs:
SFASU values students' mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support students' mental health and wellness. Many of these resources are free, and all of them are confidential.

**On-campus Resources:**
- SFASU Counseling Services  
  www.sfasu.edu/counselingservices  
  3rd Floor Rusk Building  
  936-468-2401  
- SFASU Human Services Counseling Clinic  
  www.sfasu.edu/humanservices/139.asp  
  Human Services Room 202  
  936-468-1041

**Crisis Resources:**
- Burke 24-hour crisis line 1(800) 392-8343  
- Suicide Prevention Lifeline 1(800) 273-TALK (8255)  
- Crisis Text Line: Text HELLO to 741-741  

**COURSE DESCRIPTION:** (from the SFA General Bulletin):

SPCH 1315 “Public Speaking” (3 credits) typically meets either three times a week (Monday/Wednesday/Friday) in 50-minute sessions or twice a week (Tuesday/Thursday) in 75-minute sessions or once a week (variable days) in a single 2.5 hours session for a 15-week semester with 2 hours designated for final examination. Online delivery of the course replaces face-to-face weekly sessions for text-based and audio-visual content developed in learning modules for students to complete including online, interactive class discussions, online interactive assignments and online speech upload and peer reviews. Students are assigned at least four speeches, readings, unit quizzes, written assignments, formal
speech outlines and out-of-class listening activities. These various activities average a minimum of 6 hours of work each week to be prepared to engage in face-to-face class meetings or online activities.

REQUIRED TEXTBOOKS:
1. Stand Up, Speak Out: The Practice and Ethics of Public Speaking  
   https://doi.org/10.24926/8668.2501  
   a. Stand Up, Speak Out is a free textbook available by clicking above or at https://open.lib.umn.edu/publicspeaking/
2. Top Hat online, interactive workbook.  
   a. Top Hat rep on campus in class during Week 2 to walk through purchase.
   b. An access code can be purchased through the bookstore if you must use SFA Barns and Noble bookstore.

ADDITIONAL REQUIRED MATERIALS:
- 3 x 5 or 4 x 6 note cards for speaking notes when recording speeches.
- Students are responsible for uploading high quality video content, meaning that it must convey a clear picture, clear and synchronous sound, and proper alignment.
  - The quality of the picture and the sound will impact your grade.
  - Use a high-quality digital camera on a cell phone, tablet, or computer.
  - Record from a distance, in which the full body is in view.
- Students will use the Dropbox through D2L to submit speeches that were recorded using Zoom or uploaded to an unlisted YouTube channel. Instructions will be provided on D2L.
- “Business” attire and an appropriate speech setting are required for recorded speech performances.
  - It is important that you dress professionally, stand, and have good lighting when recording your speeches.
  - Make sure the room is quiet without any background noises or distractions.
- STEEN Library has rooms students can use to record speeches, if you are on campus.

ONLINE COURSE STRUCTURE:
This course is modular and conducted completely online. There are no face-to-face meetings for this course. The course timeline describes the time frame and activities required for course completion. Activities for each module are due by the ending date of that module.

COURSE OBJECTIVES:
1. Demonstrate speaking processes through invention, organization, drafting, revision, editing, and presentation.
2. Analyze audience and purpose to select appropriate, ethical communication choices.
3. Understand and apply different modes of expression.
4. Listen as an audience member and provide constructive criticism.
5. Understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.
6. Develop the ability to research and write and oral presentation.

COMMUNICATION STUDIES PROGRAM LEARNING OUTCOMES:
1. Applied Theory in Communication: Students majoring in Communication Studies will apply the major theories in the field to demonstrate their comprehension.
2. Research Methods in Communication: Students majoring in Communication Studies will be able to use and demonstrate understanding of appropriate methodology in critical, humanistic, or social scientific paradigms in examining research questions in communication.
3. **Diversity and Freedom of Expression**: Students majoring in Communication Studies will be able to recognize the central role of diversity and freedom of expression in a global community.

4. **Constitutive Nature of Communication**: Students majoring in Communication Studies will be able to demonstrate knowledge of the constitutive nature of communication, which includes forces that enable and constrain communication such as technology, ethics, and organizational life.

5. **Higher Order Thinking**: Students majoring in Communication Studies will be able to demonstrate oral and written competence in logical and critical thinking.

6. **Presentational Skills**: Students majoring in Communication Studies will demonstrate the ability to present various topics in a professional manner that includes researching, planning, organizing, and presenting with visual aids and/or multi-media technology.

**UNIVERSITY PROGRAM LEARNING OBJECTIVES:**
1. **Critical Thinking Skills** - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
2. **Communication Skills** - to include effective development, interpretation and expression of ideas through written, oral and visual communication
3. **Teamwork** - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
4. **Personal Responsibility** - to include the ability to connect choices, actions and consequences to ethical decision-making

The Texas Higher Education Coordinating Board has identified six core learning objectives: Critical Thinking Skills, Communication Skills, Empirical and Quantitative Skills, Teamwork, Personal Responsibility, and Social Responsibility. SFA is committed to the improvement of its general education core curriculum by regular assessment of student performance on these six objectives. Last updated by the SFA Core Curriculum Committee April 2021

By enrolling in SPCH 1315 you are also enrolling in a Core Curriculum Course that fulfills the COMMUNICATION SKILLS requirement. The chart below indicates: (a) The core objectives that are required to be taught in this course per the Texas Higher Education Coordinating Board (THECB), (b) How the required core objectives will be addressed.

Include only the core objectives that must be addressed by this course in the first column. Examples of the things that can be included in the final column are: Specific assignments, class module(s), chapter(s), strategies, activities, and/or techniques that address the core objectives.

**Core Curriculum Objective Table**

<table>
<thead>
<tr>
<th>Core Objective</th>
<th>Definition</th>
<th>How the Core Objective Will be Addressed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical Thinking Skills</td>
<td>To include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.</td>
<td>Persuasive speech outline, presentation, and visual aid</td>
</tr>
<tr>
<td>Communication Skills</td>
<td>To include effective development, interpretation and expression of ideas through written, oral and visual communication.</td>
<td></td>
</tr>
<tr>
<td>Empirical and Quantitative Skills</td>
<td>To include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions.</td>
<td></td>
</tr>
<tr>
<td>Teamwork</td>
<td>To include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal.</td>
<td></td>
</tr>
<tr>
<td>Personal Responsibility</td>
<td>To include the ability to connect choices, actions and consequences to ethical decision-making.</td>
<td></td>
</tr>
</tbody>
</table>
Social Responsibility  To include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.

COURSE POLICIES: The following policies will apply toward classroom decorum.

1. ACCEPTABLE STUDENT BEHAVIOR: Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

2. ELECTRONIC DEVICES: Students are expected to appreciate the learning environment and to prevent unnecessary distractions. All phones, MP3 players and PDAs, including headphones, must be off and out of sight during class, unless instructed otherwise. Laptops and tablets may be used; however, it is expected these devices will only be used for taking notes. Disruptive electronic use will result in a half-letter grade deduction from the final course grade for each disruption.

3. COURSE ADAPTATIONS: To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

FOR THIS COURSE, the instructor expects students who receive institutional disability services approval to manage course adaptations responsibly by meeting with the instructor to discuss the specific accommodations for this course. For all assignments that require accommodations, the instructor appreciates an email reminder at least two days before each assignment. It is your responsibility to keep up with any course adaptation. Documentation for adaptations from ODS is required before any adaptations will be discussed or considered.

4. ACADEMIC INTEGRITY: Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism. **Definition of Academic Dishonesty:** Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp
5. **D2L AND ONLINE COURSEWORK**: ALL students are expected to use D2L in this course to perform and keep up with graded activities and scheduled readings. Students should sign in at [http://d2l.sfasu.edu](http://d2l.sfasu.edu) using the same username and password as MySFA. Students are responsible for using the platform correctly, using reliable technology, and using reliable internet services. The University supplies these tools in the Library and other Lab locations.

6. **ATTENDANCE POLICY AND LATE WORK**: Attendance is taken in class. This is a hybrid class; therefore, you need to monitor the course timeline as to which days are in-person (on campus in our classroom) and which days are designated as online (on D2L). After two absences, 5% is deducted from your final grade for each additional absence. No make-up work is permitted without documentation of an illness, emergency, or a university sponsored event. University sponsored events are generally pre-planned, and students missing for these events must arrange for make-up work PRIOR to being absent. All students must speak when their names are called in class. No student can make-up a speech without documentation. Make-up speeches may be done in class or in office hours, as time allows. If you have a documented excuse, the work must be made up in the week returning to class.

7. **GRADE WITHHELD POLICY** (Semester Grades A-54): II. Withheld Grades: Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. [http://www.sfasu.edu/policies/semester_grds.asp](http://www.sfasu.edu/policies/semester_grds.asp)

**Student Support**

Should you have technical questions regarding part of the course requirements, please visit the Online Orientation at [http://www.sfaonline.info/supportandtutorials-](http://www.sfaonline.info/supportandtutorials-). If you still need help, please contact SFA Online at 936.468.1919.

**Speeches are graded using grade forms from the workbook. Please note the following:**

- Only students with documented, excused absences are permitted to make up a speech.
- Required number of citations must be credible, published sources with an author and date. Speeches 3 and 4 require citations.
- Oral citations must be orally made in the speech to not commit oral plagiarism and get credit for the research.
- Wikipedia **cannot** be used as a source. Stay away from other like sources (i.e. about.com). Use critical thinking skills to evaluate source credibility.
- APA format will be used for citing sources in speech outlines and referencing sources in the reference list. **No reference list = a 0 for your outline grade.**
- Speeches that violate the time window are subject to time penalties.
- For speeches, speaking outlines that have too many words resulting in “reading” portions of the speech will receive a manuscripting penalty. The penalty will lower the speech grade to no higher than a ‘D.’
**EVALUATION**

**This class is based on 900 possible points.** The points you earn are the points you earn. Therefore, the grading guide indicates how to convert to A, B, C, D, or F:

- 810-900 - A
- 720-809 - B
- 630-719 - C
- 540-629 - D
- 0-539 – F

**Tests**  
150 points  
You will take two multiple-choice exams on D2L during the assigned time period. See your course timeline.  
- Mid-term: 50 points  
- Final: 100 points

**Speeches**  
600 points  
You will give 5 speeches in this course. *You must submit/present all 5 speeches to pass the course.*

<table>
<thead>
<tr>
<th>Speech</th>
<th>Time Window</th>
<th>Formal Outline</th>
<th>Research Requirement</th>
<th>Grades</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speech 1 Introduction</td>
<td>1-2 min.</td>
<td>no</td>
<td>No</td>
<td>Oral Presentation 50 points</td>
</tr>
<tr>
<td>Speech 2 Elevator Speech</td>
<td>1-2 min.</td>
<td>no</td>
<td>No</td>
<td>Video Oral Presentation 50 points</td>
</tr>
<tr>
<td>Speech 3 Informative</td>
<td>5-7</td>
<td>yes</td>
<td>3-5 sources</td>
<td>Oral Presentation 100 points</td>
</tr>
<tr>
<td>Speech 4 Persuasive</td>
<td>5-7</td>
<td>yes</td>
<td>5-7 sources</td>
<td>Oral Presentation 100 points</td>
</tr>
<tr>
<td>Speech 5 Commemorative</td>
<td>5-7</td>
<td>yes</td>
<td>3-5</td>
<td>Oral Presentation 100 points</td>
</tr>
</tbody>
</table>

**Activities**  
100 points  
Activities are completed in and out of class, and they are often submitted as a designated Dropbox on D2L.

- Listener Report: 50 points  
- Oral Citation Exercise: 50 points

**Discussions**  
50 points  
Both discussion posts are submitted under “discussions.”

Discussion 1: Getting to Know You (25 points)
Discussion 2: Analyzing Language and Delivery (25 points)