Course Description:
Theory and practice in public speaking. Analysis of communication as a function of public speaking. SPCH 1315 “Public Speaking” (3 credits) meets twice a week (Monday/Wednesday) in 75-minute sessions with 2 hours designated for final examination. This course will include class discussions, interactive assignments speech presentations 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.

Course Materials:
1. Stand Up, Speak Out available on D2L and at https://open.lib.umn.edu/publicspeaking/
2. SPCH 1315 Workbook available through Top Hat (available through the bookstore or the link provided in D2L)
3. Index cards for speaking notes

Course Objectives/Student Learning Outcomes:
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, write, orally present, and visually enhance presentations.

University Core Curriculum Objectives:
1. Critical Thinking: 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 shared purpose or goals.
4. **Social Responsibility**: to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.

5. **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.

### 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>Evaluating the quality of sources; Persuasive speech outline, presentation, and visual aid</td>
</tr>
<tr>
<td>Communication Skills</td>
<td>To include effective development, interpretation and expression of ideas though written, oral, and visual communication.</td>
<td>Persuasive speech outline, presentation, and visual aid</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>Completing multiple deliverables related to persuasion; Persuasive speech outline, presentation, and visual aid</td>
</tr>
<tr>
<td>Social Responsibility</td>
<td>To include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.</td>
<td></td>
</tr>
</tbody>
</table>

### 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.
**Governing 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. **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
   - SFASU Human Services Counseling Clinic
     - www.sfasu.edu/humanservices/139.asp
   - 3rd Floor Rusk Building
     - Human Services Room 202
     - 936-468-2401
   - Burke 24-hour Crisis Line: 1(800) 392-8343
   - Suicide Prevention Lifeline: 1(800) 273-TALK (8255)
   - Crisis Text Line: Text HELLO to 741-7412

   **Crisis Resources:**
   - Suicide Prevention Lifeline: 1(800) 273-TALK (8255)
   - Crisis Text Line: Text HELLO to 741-7412

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/.

4. **ACADEMIC INTEGRITY:** The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

   Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

   Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

   Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

   Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

   **AI Use policy:** Artificial intelligence (AI) programs, including but not limited to ChatGPT, may be employed to enhance learning experiences, research, or assignments, provided it aligns with the University’s Academic Integrity policy. It’s imperative to remember that AI should supplement and not substitute critical thinking. Use of AI or any automated tools is permissible only when explicitly authorized by the instructor for a specific assignment or task. Unauthorized use may result in penalties as outlined in The Code of Student Conduct and Academic Integrity.

5. **D2L/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 using the same username and password as MySFA. All graded activities will be turned in or completed via D2L/Brightspace.
6. **GRADE WITHHELD POLICY:** 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 coursework 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 to compute the grade point average. For additional information, go to [https://www.sfasu.edu/policies/course-grades-5.5.pdf](https://www.sfasu.edu/policies/course-grades-5.5.pdf).

6. **ABSENCE POLICY:** ONLY absences verified by Student Affairs will be considered for make-up work and include death of a family member, hospitalization, personal emergency, and administrative/other. Do **not** call or email the Dean of Students Office about filing a Faculty Notification Request. Use the link and fill out the form. The Faculty Notification Request process and link to form is below:

[https://www.sfasu.edu/thehub/sos/notification-request](https://www.sfasu.edu/thehub/sos/notification-request)

**Evaluation**

**KEYSTONE assignments** include the final exam (100 points) and speeches 3 (150 points), 4 (200 points), and 5 (100 points).

This course is worth a total of 1000 points. You earn points on activities/assignments, quizzes, a midterm, two reflection papers, a final paper with oral presentation component. Extra credit is built into the course already; therefore, do not ask for additional opportunities. Your points are your points. There is no “bumping” up to the next grade REGARDLESS of how close it is. The grade scale is as follows: 1000-900=A; 899-800=B; 799-700=C; 699-600=D; 599 and below=F

**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 D2L Support at 936.468.1919.

**General Speech Expectations:**
- Pay close attention to specific instructions for each speech.
- Required number of citations must be credible, published sources with an author and date.
- 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.’

**Tests**

You will take two multiple-choice exams on D2L during the assigned time period. See your course timeline.

<table>
<thead>
<tr>
<th>Test</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-term</td>
<td>50 points</td>
</tr>
<tr>
<td>Final</td>
<td>100 points</td>
</tr>
</tbody>
</table>

**Speeches**

You will give 5 speeches in this course. You must submit/present all 5 speeches to pass the course. Specific instructions are provided in D2L. Speech assignments should be a result of your own research, writing, and rehearsal.

<table>
<thead>
<tr>
<th>Speech</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speech 1</td>
<td>50 points</td>
</tr>
<tr>
<td>Speech 2</td>
<td>50 points</td>
</tr>
<tr>
<td>Speech 3</td>
<td>150 points</td>
</tr>
<tr>
<td>Speech 4</td>
<td>200 points</td>
</tr>
<tr>
<td>Speech 5</td>
<td>100 points</td>
</tr>
</tbody>
</table>
Activities 300 points
Activities are accessed and submitted on D2L. Each activity is 50 points.
  Discussion Post 1
  Listener Report
  Website Evaluation
  Oral Citation Exercise
  Discussion Post 2
  Discussion Post 3

Course Timeline:
The course timeline is provided on D2L in the Getting Started Module.