

**Wheeling Jesuit University**  
**Department of Communication**  
**COMM-115-01: Principles of Professional Speaking (3 cr.)**  
**T/TH 12:00-1:15 pm**  
**Spring 2019**

**Instructor: Dr. Nancy Bressler**

**Office: ASC 314-A**

**Phone: 304-243-2302**

**Email: [nbressler@wju.edu](mailto:nbressler@wju.edu)**

**Office Hours: T/Th 11:00-11:50; M 3:30-5:30 and by appointment**

**Course Catalog Description:**

This course provides an overview of effective speaking techniques in a variety of settings and emphasizes communicating messages to different audiences. Students demonstrate public speaking concepts and principles to compose informative and persuasive speeches. While primarily performance based, students also critique memorable speeches through their observation and application of course content.

**Required Materials:**

Rothwell, J. D. (2016). *Practically speaking, 2<sup>nd</sup> edition*. (ISBN: 978-0190457327).

A pocket folder to submit assignments

3x5 inch Index cards (approximately 20)

Internet access to check our Blackboard site often for information, assignments, and updates

**Student Learning Objectives:**

By the end of this course, you should be able to:

- 1) Explain the theories, principles, and concepts of professional speaking (*"Understanding" on Bloom's Taxonomy Scale*).
- 2) Demonstrate the essentials of audience analysis, message construction, and speech organization to your speeches (*"Applying" on Bloom's Taxonomy Scale*).
- 3) Utilize an ethical and effective message to communicate with diverse audiences (*"Applying" on Bloom's Taxonomy Scale*).
- 4) Locate and cite in APA format credible information relevant to the goals, audiences, purposes and contexts of a speech (*"Understanding" on Bloom's Taxonomy Scale*).

- 5) Demonstrate your professional speaking skills through presentations in impromptu and extemporaneous delivery styles (*“Applying” on Bloom’s Taxonomy Scale*).
- 6) Critique examples of professional speaking to enhance your own speeches (*“Evaluating” on Bloom’s Taxonomy Scale*).

### **Evaluation Methods:**

You will have the opportunity to **earn** 1000 points this semester in the following ways:

**In-Class Exams (2)** = 200 points (2 exams x 100 points each)

**Diagnostic Speech** = no points (required for the course)

**Reflection Paper** = 50 points

**Special Occasion Speech** = 70 points

**Informative Speech** = 175 points

**Professional Speaking Critique** = 150 points

**Persuasive Speech** = 225 points

**In-class / On-line Activities, Reading Quizzes, and Impromptu Speech** = 130 points

### **Final Grades**

A = 1000-930 points

A- = 929-900 points

B+ = 899-870 points

B = 869-830 points

B- = 829-800 points

C+ = 799-770 points

C = 769-730 points

C- = 729-700 points

D+ = 699-670 points

D = 669-600 points

F = 599 and below

\*\*Note: Final grades are NOT rounded up! If you earn 799 points, it is a C+.

### **Assignments:**

#### ***In-Class Exams***

This course will be divided into 2 units. Each exam will cover each individual unit. While some exams will build on the material we have discussed in a previous unit, in-class exams will not be cumulative. Each exam will be worth 100 points.

**Exam #1: Thursday, February 14**

**Exam #2: Tuesday, April 16**

#### ***Diagnostic Speech***

You will give your first speech in the course during the second week of classes. This 2-3 minute introductory speech will prepare you for speaking in front of an audience, while also providing me the opportunity to gauge your comfort level with public speaking. You will introduce yourself and explain the special meaning of an object in your life. You should provide the object or a photograph of you and a brief outline. The introductory speech is not worth any points but is a requirement to remain in the course. Further details will be posted on Blackboard.

**Speeches Start: Tuesday, January 15**

### ***Reflection Paper***

After your introductory speech, you will take some time to reflect on the positive and negative aspects of the experience. You will submit a minimum 1½-2 page paper that highlights your insights. What aspects do you perceive you exhibited well? What areas will you try to improve before your next speech? Papers must be submitted on Blackboard by the deadline; also submit a paper copy.

**Reflection Paper Due: Thursday, January 24**

### ***Special Occasion Speech***

The 3-4 minute special occasion speech will provide your first opportunity to demonstrate effective speaking with substantial preparation. You never know when there will be a moment in your life that you will be asked to pay tribute to someone, accept an award, or present a speech at a work function. While this speech gives you the opportunity to practice a special occasion speech, it is also your first opportunity to construct a full preparation outline for a speech. Additionally, you will have an opportunity to provide constructive criticism to other speakers to help them improve their speeches.

**Speeches Start: Tuesday, February 26**

### ***Informative Speech***

For this speech, you will practice your delivery skills in an informative speech format. You will research a famous speech given by a fictional example, such as a character from a movie or television show. The speech example must be a minimum of 2 minutes in length and be given to an audience (ie more than 1 person). This is NOT an analysis about the storyline of the movie/TV show; instead the speech content should focus on the positive and negative public speaking aspects of each speaker. You should approach this opportunity as a communication scholar, one who incorporates concepts from the textbook and provides detailed examples about the person's public speaking techniques to support your arguments. Based on the information gathered about the speech, you will present a 3-5 minute informative speech about your analysis of the speaker/speech. While each student will craft his or her own individual speech, you will work in pairs or small groups to offer advice, feedback, and critique prior to the speech. A speech outline must be submitted on Blackboard. Further details and a grading rubric for the speech will be posted on Blackboard.

**Speeches Start: Tuesday March 19**

### ***Professional Speaking Critique***

For this assignment, you are to select one example of professional speaking that demonstrates effective speaking techniques in front of an audience. To complete the assignment, you must attend an event and hear the speaker live. Therefore you must attend one of the Oral Presentations sessions during the Student Research and Scholarship Symposium on Tuesday, April 2. Note: It cannot be the Poster Presentation session – it must be one of the Oral Presentation sessions or the speaker during the opening ceremony. Once you have your example, write a full 2-4 page reflection/critique of the speaker. This paper should focus on the positive and negative professional speaking aspects of each speaker. You should approach this opportunity as a

communication scholar, one who incorporates concepts from the textbook and provides detailed examples about the person's professional speaking techniques to support your arguments. Be sure to specifically consider elements beyond the speakers' messages and discuss their approach, style, organization, delivery, etc. Papers will be assessed on their thoroughness and critique of the speaker's techniques. Further details will be posted on Blackboard.

In addition: you may complete a SECOND professional speaking critique for up to 30 points extra credit. This critique may be a different presentation from the Student Research and Scholarship Symposium (but it still cannot be the poster session). Or you could attend a campus event here at WJU or one within the community throughout the semester. The speech example must be a minimum of 5 minutes in length and it must be a live event that occurs this semester (occur in 2019).

Further details will be posted on Blackboard. Papers must be submitted on Blackboard by the deadline; also submit a paper copy.

**Critique Due: Thursday, April 4**

**Extra Credit Critique Due: Thursday, April 11**

### ***Persuasive Speech***

For the persuasive speech, you will work in a small group to research and compose a 4-7 minute per person speech about a pre-approved topic. You will choose the organizational method, method of persuasion, and other elements individual to your topic and desired outcome and work together to persuade your audience to maintain or adopt your perspective. You will conduct original research and cite credible sources using APA format and as oral citations in your final speech. While each student will craft his or her own individual parts of the speech, you will work in small groups to prepare and deliver the persuasive speech. A speech outline must be submitted on Blackboard; also submit a paper copy. Further details and a grading rubric for the speech will be posted on Blackboard.

**Topic Due: Thursday, April 4**

**Group Contract Due: Tuesday, April 9**

**Speech Outlines Due & Speeches Begin: Thursday, April 25**

### **In-class / On-line Activities, Reading Quizzes, and Impromptu Speeches**

This class requires your active engagement in the course and preparation for every single class period. I expect that you will come to class having READ the material assigned for that day and prepared to discuss the material with your classmates and myself. You cannot complete the class activities or reading quizzes without preparing for class by reading in advance and being present on those days. These class activities and reading quizzes are intended to assist you in understanding and applying the course material beyond reading in the textbook.

During the semester, we will also have a day dedicated to developing and delivering an impromptu speech. This day is noted below and listed on the course calendar. It follows the same attendance policy as speech days below; you must be in class on those dates or points will be deducted from your grade. This speech will be your opportunity to present a speech to a smaller audience. Further details will be provided in advance of this assignment.

## Impromptu Speech: Tuesday, February 5

### **Attendance:**

Attendance is required in this class. You may miss up to three (3) classes without any penalty to your grade. After your 3<sup>rd</sup> absence, your grade will be reduced by **30 points** for each additional absence on a regular class period. If you miss five (5) classes, you will receive an "FA" and fail the course.

WJU does not differentiate between "excused" and "unexcused" absences. If you are not in class, you are considered absent. **THIS INCLUDES MISSING CLASS FOR SCHOOL EVENTS (Athletics, Club events, etc).** In the event of extreme extenuating circumstances (such as hospitalization, death of an immediate family member, etc.), this policy may be amended on a case-by-case basis. However, written documentation must accompany all requests.

**Student attendance differs on speech/presentation days (days when your fellow classmates) are speaking.** Because you are expected to be an engaged audience member for your fellow classmates, if you are absent on a speech day, your overall speech grade will be dropped 30 points. If you miss class because of a school approved event, I must receive written documentation of your impending absence at least 1 class period before the event; it still counts as one of your absences, but you won't lose points for an absence on a speech day. If you are late or need to leave early during speech days, your speech grade will be reduced by 15 points. Do not enter or exit the classroom while another student is speaking - wait until you hear applause. Cell phones and laptops must be turned off and left in your bags or at home on speech days - failure to adhere to this technology policy will result in a deduction of 15 points on speech days.

Make up exams and presentations CANNOT be made up unless there is an extreme circumstance that occurs. The day you are scheduled to present is the day you need to present your speech. If you are unable to complete your speech on that day, I recommend that you contact your fellow classmates and see if someone will switch days with you. If a fellow student is willing to switch with you, I must receive a separate email from **BOTH** of you acknowledging and agreeing to the change. Otherwise, you will receive a 0 for the speech.

If an extenuating circumstance happens (hospitalization, death of an immediate family member), the following procedure must be followed. **Failure to follow this procedure will result in a score of zero for the missed exam or presentation.**

1. Contact me within 24 hours of the missed exam or presentation. If the reason is due to a University scheduled event or religious holiday, I MUST be notified in advance and I will reschedule the conflict in advance.
2. If it is due to an emergency or extenuating circumstance, by the next class session you attend, provide me with documentation of your absence.
3. I will then make the final decision as to whether or not you are permitted to make up the presentation or exam. My decision is final.
4. The only absences that will be considered as extreme circumstances for exams and presentations are death in the family, severe documentable illness, religious holidays, and participation in a university sponsored event

such as intercollegiate athletics. In any case, you must provide documentation of your absence in order for a make up to be considered.

**NOTE:** The last day of the Add/Drop Period for this semester is **Friday, January 11, 2019**. The last day to withdraw from this course with a grade of a W is **Tuesday, March 26, 2019**.

### **Submitting Your Work:**

For this course, all written assignments must follow proper APA Style. Written assignments must be typed in a 12-point Times New Roman font, double spaced, spell-checked, and grammatically correct. For all assignments requiring the use of sources, proper APA citation style must be followed. Be certain to proofread and especially spell-check your work!

All major assignments in this class must be submitted to **Blackboard AND a paper copy printed** by the assignment's deadline. Be certain to check and double check that you have uploaded the correct file of the assignment and have submitted it to the correct location. For example, if you submit a draft of your work, I will grade your draft. Or, for example, if you submit your First Paper as your Second Paper, it will be considered late if you resubmit it after the deadline. **All late work is subject to a 20% reduction per 24 hour period.** Because assignments can be submitted via Blackboard online, each 24 hour period (including non-class days and weekends) are subject to the penalty. **If your assignment is more than 72 hours late, you will receive a 0 for the assignment.** It is essential that you submit your assignments as early as possible. Late work by even 1 minute will be assessed as late. Technical difficulties, computer crashes, and faulty internet connections will NOT be assessed as on time - please allow extra time for these possibilities and do not attempt to start uploading your assignments 5 minutes before the deadline. In addition, be certain to bring a hard copy of your work to class.

Failure to properly attribute and cite other people's work is considered academically dishonest. Even paraphrasing or summarizing someone else's work without providing citations is considered academically dishonest. We will discuss in-class citation formats and how to properly give credit to sources. "I didn't know" is NOT a valid excuse – it is your responsibility to read the instructions on Blackboard, on the hand-outs I provide, and to ask questions IN ADVANCE. After the fact, not knowing is not acceptable! When in doubt, **SOMEHOW cite the source!!**

You are expected to submit your original work from this semester. The Turn-It-In site will give me a report if this paper has ever been submitted in another class. If you submit an assignment that you have used for another class – whether this semester or a previous semester – you will receive a 0 for the assignment. Students who resubmit work that they had done in a previous semester for this class will also receive a 0. This is considered self-plagiarism and is not allowed at WJU.

## **University Policies:**

### ***Academic Integrity***

Students are advised that WJU's Academic Integrity Policy will strictly be enforced in this course (see [www.wju.edu/studenthandbook](http://www.wju.edu/studenthandbook)). Questions regarding the policy may be directed to the Office of the Academic Vice-President.

Academic integrity means giving credit where credit is due in an academic setting. A violation of academic integrity at Wheeling Jesuit University can fall under one of two categories:

1. It is unethical to present as your own work the ideas, representations, or work of another.
2. It is unethical to permit someone else to present your ideas, representations, or work as his/her own intellectual property.

The sanctions that may be imposed upon finding that a violation of academic integrity has occurred range from a reduction in grade on the assignment to dismissal from Wheeling Jesuit University without expectation of re-admission.

All violations of academic integrity are reported to the Faculty Academic Integrity Officer for inclusion in your permanent file. A faculty member is required to inform the student that he/she has filed a formal citation with the Faculty Academic Integrity Officer. Within five days of having been notified, the student must contact the Faculty Academic Integrity Officer in order to set up a mandatory meeting, during which the concept of academic dishonesty, the sanction(s) imposed by the faculty member, and the process by which a student can appeal the instructor's charge will be discussed. If the student does not contact the Faculty Academic Integrity Officer within the allotted time, the faculty member's sanction is automatically imposed and the citation is placed in his/her academic record.

Please visit the "Academic Integrity and Dishonesty Policy" section of the student handbook for further details on the academic integrity policy and the consequences of violating this policy at WJU:

[http://www.wju.edu/about/hr/policies/cl\\_academicdishonesty.asp](http://www.wju.edu/about/hr/policies/cl_academicdishonesty.asp)

Plagiarism includes:

- Obtaining a paper in whole or in part from another source, such as a book, a database, the internet, another student, etc.
- Failing to use quotation marks or block indentations for all words quoted verbatim
- Failing to include citations for all borrowed ideas, whether quoted, paraphrased, or summarized.

Official E-mail: An official WJU e-mail is established for each registered student, each faculty member, and each staff member. All university communications sent via e-mail will be sent to this WJU e-mail address.

### ***Academic Resource Center (ARC)***

The Academic Resource Center (ARC) is a totally free academic-support service available to all enrolled Wheeling Jesuit University students and staffed almost exclusively by WJU students recommended for employment by WJU faculty. The ARC is located in **Bishop Hodges Library** and is open five days a week:

Sundays 6:00-8:00 p.m.

Mondays-Thursdays 1:00-9:00 p.m.

Please visit the ARC's website (the first listing under "Student Services" on the Cardinal homepage) to learn about the ARC's services (emphasizing writing, math, and the sciences) and to schedule appointments.

### ***Wheeling Jesuit University Disability Services***

Wheeling Jesuit University offers students with documented disabilities individual accommodations on a case-by case basis with confidentiality in compliance with the American with Disabilities Act and Section 504 of the Rehabilitation Act of 1973.

In order to receive academic or physical accommodations, students with disabilities must provide current (within three years) and comprehensive documentation concerning the nature and extent of the disability and communicate their needs to the Disability Services Director, located in Ignatius Hall Room G 24 or call 304-243-4484. Students are required to meet with the director to develop accommodation plans that they will present to their course instructors at the beginning of each semester. Students with disabilities that require specific housing accommodations must contact both the Director of Residence Life and the Disability Services Director.

Ultimately, all students with disabilities are responsible for their own academic achievement. They must attend classes, complete course assignments, and fulfill all university requirements for their chosen field of study. It is up to students with disabilities to seek out available assistance on campus and to utilize individualized accommodations that promote academic success.

### ***Title IX Statement***

Wheeling Jesuit University seeks to provide an environment that is free of bias, discrimination, and harassment. If you have been the victim of sexual harassment, misconduct, or assault we encourage you to report this. If you report this to a faculty member, she or he must notify our college's Title IX coordinator about the basic facts of the incident (you may choose whether you or anyone involved is identified by name). For more information about your options at WJU, please go to <http://wju.edu/titleix/>.

### ***University Closure***

If class is cancelled due to weather conditions (or other events) check Blackboard for updates.

For changes in individual class meetings, please refer to the class Blackboard site for postings. If the University is open and I am unable to make it, an email will be sent out to the class and an announcement will be posted on Blackboard. In EITHER event (University closure or instructor cancels class), **an assignment or discussion board topic WILL BE ACTIVATED**. It is YOUR responsibility to check the site and respond/do the assignment by its due date. Several days will be given to complete the assignment, so the weather should not be a factor in finishing it. The excuse "I didn't see it" is not a valid one!

## **Course Policies:**

### ***Communication / Email***

Students are responsible for checking their WJU emails regularly. I frequently send emails through the week and on Sunday nights with reminders and additional information. Students are responsible for all content in those emails – if you got a welcome email from me, that is the account I will be sending future emails to. Checking your email is crucial because there will be a lot communicated to you via email and postings on Blackboard.

Email is the BEST and fastest way to reach me. Please be sure to email [nbressler@wju.edu](mailto:nbressler@wju.edu). I typically respond within 48 hours, but please allow up to 72 hours for a reply. If you still have not heard back from me, feel free to send another email. Within your email, be sure to include the course number and time in the SUBJECT line. In the body of the email, be sure to include your first and last name – do not assume that I will recognize your email address automatically. Always avoid “texting lingo” – phrases and sentences should always be used when communicating with any professor.

Assignments should **NEVER** be emailed to me unless it is specifically stated. Late assignments should **NEVER** be emailed to me. Use Blackboard to submit your work.

### ***Laptops***

I do allow laptops in my classroom. It is my primary form of note-taking as well. However, there are a few rules associated with bringing laptops into the classroom.

- 1) Laptops are for taking notes and/or working on class projects. They are not for chatting on-line, returning emails, checking Facebook statuses, or completing assignments for class. Abuse of this policy will result in a point deduction on your activity grade for that class. If it happens more than three times in a semester, I will insist that you not bring the laptop to class anymore.
- 2) I reserve the right to ask you to show me your notes DURING or IMMEDIATELY after class. If you are using your laptop to take notes, this should not be an issue. Failure to show me class notes will result in a point deduction for the day.
- 3) Laptops are NEVER permitted out in the classroom on exam or presentation days. There is a computer in the classroom for you to use for your own presentation. If you feel like you might need your own, you can bring it to class, but it MUST stay in your bag/case until you are presenting. No exceptions will ever be made to this policy – it is more respectful to your fellow classmates.

### ***Cell Phones***

I am realistic that everyone is frequently on his/her cell phone – it is a primary way of communicating with the world. However, the purpose of this class is to learn to communicate with your fellow classmates, not to spend the entire class time texting. Cell phones should be turned off or on vibrate **AT ALL TIMES** while in my class. The first time I see you texting within a week, I MIGHT allow it. But by the second time, a

point deduction will be assessed. The third time, you will be asked to leave class and will be counted as ABSENT for that day. If you hide the phone under the desk or a bag, you will be asked to leave class and will be counted as ABSENT for that day on the first strike! No exceptions will be made to this policy, except for emergencies (see below).

If you are waiting for an emergency call, please see me PRIOR to class. After the incident, it is TOO LATE! I am sympathetic to family emergencies, sick pets, car breakdowns, apartment issues, and/or important job prospects. In these instances, I will ask you to leave the phone on vibrate, sit close to the door, and quietly exit if a phone call comes in. However, these emergencies should not happen on a weekly basis either – prioritize your own emergencies and limit them. This policy may be terminated on a case-by-case basis if abuse or dishonesty takes place.

Similar to laptops, cell phones should remain inside of your bags on presentation days. They should NOT even be removed on those days.

### ***Food / Drink***

I do allow drinks and snacks in the classroom within reason. Feel free to bring any food or drink that meets the following criteria: others cannot hear them or smell them (ie: chips, pretzels, strong coffee, hot chocolate, etc). Also, when your fellow classmates are speaking, whether it is a presentation or during class discussions, please keep the eating and drinking to a minimum.

### ***Your Grade***

Please note that in my classes I do not give you a grade – you EARN it. There are 16 weeks in the semester, so please use each week to check your grade and ensure that it is the one that you want in the class. If not, invest some time toward improving your assignments or preparing for the next exam. If a problem arises and you need help, contact me as soon as possible. Do not wait until your grade is so mathematically low that I can no longer help. A few important notes about grades:

1. No exam, presentation, or assignment grade will ever be curved.
2. Final grades are not rounded up (an 89.8% is a B+, not an A-). Consult the grading scale on page 2.
3. After an assignment is returned to you, I ask that you wait at least 24 hours to review my comments and feedback. If you still have questions after that time has passed, feel free to contact me to schedule an appointment. You must contact me within 2 weeks of the assignment in question being returned to you. All grades are final unless there has been a mathematical error.
4. All grades become 100% final 3 weeks after I return the assignment. If you notice that a grade is missing on an assignment, there is a mathematical error, or any other mistake has been made, you must notify me within this time period. Informing me on the last day of the semester is not permitted.
5. There are NO small questions. Please feel free to speak up in class if you have a question, or make arrangements to see me outside of class. I am happy to discuss anything with you in whichever setting you feel most comfortable. If you would like to discuss a grade on an assignment, please come and see me before/after class or schedule an appointment during office hours. I HIGHLY recommend that you schedule an appointment with me during office hours - I will

prioritize students who have arranged to meet with me in advance of walk-ins that day.

**Course Outline:**

A course schedule will be provided on Blackboard under the "Course Calendar" tab. It is subject to change and students will be notified on Blackboard of any changes in advance.