

ACS 101 • Public Speaking

Department of Applied Communication Studies
Winter Session 2026

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COURSE DESCRIPTION AND GOALS :

The focus of this course is to develop your communication skills in public contexts. As a future professional, you will be expected to organize, prepare, and deliver clear, concise, and interesting speeches. The primary goals of this course are to make you a more effective professional communicator and a critical listener. Throughout the semester, you will study the theories and principles of effective communication, practice applying these principles in a variety of assignments, and critique the performances of other speakers. **Our specific course objectives include:**

- analyzing an audience and situation, and then adapting a message to those needs;
- developing organization skills and outlining effectiveness;
- incorporating material from various appropriate sources, using proper verbal citations;
- designing professional multi-media presentations and effectively delivering speeches using multi-media;
- creating clear, interesting, and memorable informative messages;
- using evidence, reasoning and motivational appeals in persuasive speaking;
- establishing credibility by demonstrating thorough knowledge of the topic;
- demonstrating acceptable ethical standards in research and presentation of materials;
- using extemporaneous delivery with reasonable fluency, expressiveness and comfort;
- coping effectively with the tensions involved in public speaking; and
- listening to, analyzing, and critiquing others' presentations.

REQUIRED COURSE MATERIALS

Prepare, Practice, and Perform: Public Speaking in the 21st Century

The textbook is available through Blackboard in ebook and downloadable book format

Additional course materials will be available on Blackboard.

THE ILLINOIS ARTICULATION INITIATIVE AND GEN ED

The Illinois Transferable General Education Core Curriculum (IAI Gen. Ed.) requires competency in the art of expressing and exchanging ideas in speech. To fulfill the requirement, students should satisfactorily complete one three-credit-hour course in oral communication. To meet the state requirements of the Illinois Articulation Initiative and receive a passing grade for the course, **the**

student must complete at least three presentations. Further, artifacts from the course may be used in assessment of general education.

COURSE POLICIES & EXPECTATIONS

Deadlines are listed in your course schedule. Assignments may not be submitted late. The instructor reserves the right to make any changes to the course syllabus, agenda, or content covered during the course of the semester. It is your responsibility to note these changes when announced.

Weeks begin on Monday and end on Sunday. All work for each week is due by the Sunday of each week. Each week, students need to complete any assignments due and send the instructor any questions that they have. Please check the appropriate week's link on the website to obtain each week's assignments and due dates that follow the textbook chapters and submit them the week those assignments are due. It is the responsibility of the student to contact the instructor if problems with the online material occur throughout the course and to complete the coursework in a timely manner.

Acceptable and Unacceptable Use of AI

The use of generative AI tools (e.g. ChatGPT, Dall-e, etc.) is permitted in this course for the following activities:

- Checking grammar and style.

The use of generative AI tools is **not** permitted in this course for the following activities:

- Completing a speech outline
- Writing a draft of a writing assignment.
- Writing entire sentences, paragraphs or papers to complete class assignments.

You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Any assignment that is found to have used generative AI tools in unauthorized ways **will receive a grade of "0"**. When in doubt about permitted usage, please ask for clarification.

REASONABLE ACCOMMODATION POLICY

Students needing accommodations because of medical diagnosis or major life impairment will need to register with **Accessible Campus Community & Equitable Student Support (ACCESS)** and complete an intake process before accommodations will be given. The ACCESS office is located in the Student Success Center, Room 1270. You can also reach the office by e-mail at myaccess@siue.edu or by calling 618.650.3726. For more information on policies, procedures, or necessary forms, please visit the ACCESS website at www.siue.edu/access.

COURSE FORMAT

Blackboard will be utilized for this course. Grades, supplemental materials, and class announcements will be posted here. If you do not have a stable internet connection, I recommend you use one of the many available campus computers to complete the assigned tasks.

Your SIUE e-mail address will be used for communication purposes. It is your responsibility to check Blackboard and your e-mail regularly. If you have technical difficulties, please contact the help desk at 618-650-5500. They are also available at <http://www.siu.edu/its/bb/>. If you have a technical issue during an assignment submission, it is **your** responsibility to take a screenshot of the issue and email it to me along with your completed assignment. Computer problems or a poor internet connection **are not excuses for failing to complete your work.**

TECHNOLOGY REQUIREMENTS

Lectures, PowerPoint slides, tests, discussion forum questions, grades, and assignments will be posted on SIUE's Blackboard site at <https://bb.siu.edu/>. Simply click each link to access the materials. I have labeled each link and content area as intuitively as possible. For example, each week's assignments are in the specific week's folder.

Technology requirements: Because this is an online course, you are expected to have reliable Internet access on a regular basis. **It is your responsibility to address any computer problems that might occur.** Such problems are not an excuse for delays in meeting expectations or for missing course deadlines. Support for using Blackboard is available by calling 618-650-5500, or by visiting the SIUE web pages that provide information about Blackboard, e.g. <http://www.siu.edu/its/bb/>

At a minimum, you will need the following software/hardware to participate in this course:

- computer with an updated operating system (e.g. Windows, Mac, Linux)
- updated Internet browser (Apple Safari, Internet Explorer, Google Chrome, Mozilla Firefox)
- DSL or Cable Internet connection or a connection speed no less than 6 Mbps. A secure, encrypted Wifi (requiring a login and password) is acceptable.
- Microsoft Office (SIUE Students can now get Free Office 365 at <http://www.siu.edu/its/news/2014/09/office365.shtml>)
- any other specialized software or basic software such as Adobe Reader, Media Players, Cloud Storage, Java, anti-virus software etc. (See: <http://www.siu.edu/its/software/index.shtml>)

Blackboard Maintenance

Please note that there are scheduled maintenance times for Blackboard. It is essential that you be aware of those times and make sure that you have submitted any work in progress (e.g. tests, assignments, posts to journal, wikis or discussion boards) prior to the systems being shut down for maintenance. Any work in progress will be lost when the servers go down for maintenance. Visit the Blackboard Maintenance Times (<http://www.siu.edu/its/bb/maintenance.shtml>) web site for specific times.

TURNITIN POLICY

By taking this course, you agree that all required papers may be subject to submission for textual similarity review to Turnitin for the detection of plagiarism. Some papers submitted for review will be included as source documents in the global Turnitin repository to be used in future reviews. You should remove your name and any other personally identifying information from your papers prior to

submission to Turnitin. For additional information on and instructions pertaining to Turnitin, consult the SIUE Turnitin resource page at: <http://www.siu.edu/its/turnitin/>

CLASSROOM CIVILITY

Please avoid disruptive behavior that makes it difficult to accomplish our mutual objectives. Avoid inappropriate language and comments as you communicate online with your peers and instructor. Please see the University website for the SIUE Student Conduct Code (<http://www.siu.edu/policies/3c1.shtml>)

ACADEMIC INTEGRITY

University standards regulating academic integrity (e.g., cheating, plagiarism, etc.) are strictly enforced. Plagiarism is a serious offense in this course. Using the words and ideas of others is borrowing something from those individuals. It is always necessary to identify the original source of supporting information; you must cite the source of any material, quoted or paraphrased, used in your presentations. The absence of this documentation constitutes plagiarism – a serious academic and professional offense. Proper documentation requires a bibliography of any outside texts you have consulted including both traditional sources and on-line sources. Be careful to document sources within your presentation outline and bibliography as well as orally during any presentations. Merely restating another individual's ideas in different words does not make the ideas yours. Serious infractions of these rules will result in a failing grade in the course. These standards may seem subtle, so ask if you have questions or concerns. For more information on SIUE's plagiarism policy, visit <http://www.siu.edu/policies/1i6.shtml>

COURSE EVALUATION

Near the end of this course you will be asked to complete a departmental course evaluation questionnaire inviting your opinions about the course and the instructor. The Department of Applied Communication Studies and I value your input! The course evaluation will be administered in such a way as to ensure your confidentiality. The teacher will not have access to the information on the evaluation until after grades have been turned in at the end of the semester.

ONLINE PARTICIPATION AND SPEECHES

Active participation in online class sessions are essential to success in this course. Each week students should check the website and turn in any required work to participate fully in the course. This includes assignments, exams, discussions, outlines and speeches.

****Speeches are to be submitted by the date assigned by the instructor. If the student does not submit their speech on the date assigned, the student **forfeits all points** for that particular speech. Exceptions will only be made in *extreme circumstances* and at the instructor's discretion. **Note: A formal outline is due with **EVERY** major speech assignment or the speech assignment will NOT be graded.**

Students should contact the instructor **IMMEDIATELY** if they have a problem submitting a speech assignment by the due date. If the instructor does permit a later speech submission option, the student will lose 10% for every day the speech is late. Students will have to complete the speech prior the next speech video due date otherwise they will receive zero points. The student may be required to have proof in writing of why they need a late submission option.

AUDIENCE & VIDEO RECORDING INSTRUCTIONS

Your speech **must** be recorded with an audience of a minimum of six people over the age of 16. **This is a state accreditation requirement. *There are absolutely no exceptions to the minimum number of 6 audience members.*** If you have no audience or fewer than the required number, you will receive a grade of “0” on your speech.

******Your audience must be aware that they will be seen by the instructor and should take this VERY seriously. Please choose your audience carefully. Remember that we are looking for formal speech delivery. If your audience interferes with that goal, this will count against your grade on your speech. The same is true for the person operating your camera. Be sure that person takes your speech seriously as well.

The camera should be placed in the back of the room, centered on the speaker, directly in front of the speaker, with the **audience clearly visible at the beginning of the speech and at the conclusion of the speech.** It will be necessary to pan the room in order to show the audience. I must be able to count six people before your speech begins and after your speech ends or you will receive a grade of “0” on the speech.

The camera should be placed in such a manner that the eyes and face of the speaker are clearly visible on the recording. **Once the audience has been seen, it may be necessary to zoom in on the speaker.** You must be standing during all speeches unless circumstances such as disabilities prevent it. Also, I should be able to clearly see & hear your visual aid(s) or you will not receive points on the grading rubric. Please contact me if you have any questions.

Once the speech begins, the camera should not be moved, nor should it be stopped or paused. Speeches that are submitted must be recorded in one "take" or they will receive a grade of “0”. No editing of your speeches is allowed. Students that take speech in the traditional classroom do not get to edit their speeches; you do not get to either out of fairness.

TECHNOLOGY:

Students are expected to utilize appropriate technology despite the challenges of access. If you are not familiar with the process of digital video recording and uploading video to the Web, this course is not for you.

The quality of the recording must permit clear sound and video. **Please review your video before submitting it for grading purposes.** If I cannot see you or hear you clearly, your grade will reflect that.

ASSIGNMENTS

The following assignments are designed to explore the various contexts of professional presentation skills through the following assignments (*See the Course materials on Blackboard for further descriptions and grading rubrics for each assignment*):

COURSE READINGS (UNGRADED)

You are expected to complete the readings on your own prior in addition to viewing the lecture on that topic. Textbook chapter content will be linked on Blackboard to help you focus on the correct Ebook information.

I BELIEVE SPEECH (25 POINTS)

For your first assignment, you will be asked to present a three-point speech presenting a personal attitude you have toward something. This **1.5 to 2-minute** speech requires no sources or visual aids. An outline is required. See course materials on Blackboard for specific details for this assignment.

INFORMATIVE SPEECH (55 POINTS):

For your second assignment, you will learn to organize, clarify, and deliver informative messages. Your goal is to present a **4 to 5-minute** informative speech that tells the audience about a significant issue, who someone is, how something works, or how to do something. Your goal is to remain neutral on the topic (not persuasive). You are required to cite at least two credible sources during your speech and in the bibliography page of your outline. Visual aids are optional for this assignment and will be ungraded.

PERSUASIVE SPEECH (80 POINTS)

Your third speech is a **5 to 6-minute** persuasive presentation concerning values or action/policy. You will try to convince your audience that something is good, bad, or better than something else, or you may try to convince your audience to take action on something. Your persuasion involves an attempt to change some of the audience's beliefs, attitudes, and actions. More information about the topic selection will be discussed in class. See your textbook for more information on value and policy speeches. You must incorporate at least four credible sources during your speech and in the bibliography page of your outline. Power Point or other presentation software is required for your presentation. See course materials on Blackboard for specific details on the organizational structure required for this presentation.

OUTLINES

Writing speeches requires careful consideration. In order to help you prepare, you will be asked to turn in a typed, full-sentence outline with bibliography on the day of your speech. These are worth 10 points each. **The grades will be added in with the overall speech grades.** A full version of your outline is due on or before the respective speech deadlines, or the speech will not be graded.

PEER FEEDBACK (2 @ 20 POINTS)

Assignments will be evaluated and critiqued by the audience. You are expected to share both positive and negative feedback in the form of constructive comments. You will complete Peer Feedback for the I Believe and Informative speaking assignments. You will complete this feedback via the instructions on Launchpad.

Each is worth 10 points.

SELF-ASSESSMENT (2 @ 20 POINTS)

Following your I Believe and Informative speeches, you will be required to watch the video of your presentation and complete a self-assessment worksheet of your performance. A rubric for the self-assessment will be on Blackboard, where you will also submit it via dropbox.

YouTube Speech Critique (20 POINTS)

Your understanding of speechcraft, delivery, and other related concepts will be gauged through the completion of a critique of a persuasive or informative speech currently posted to YouTube. Details will be available in the assignment sheet on Blackboard, where you will submit it via dropbox.

GRADING

Grades are determined on a straight percentage scale based on the number of points earned out of a maximum of 305 points. There will be no further rounding of final grades. Final grades are calculated as follows:

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| A | = | 90%-100% |
| B | = | 80%-89.9% |
| C | = | 70%-79.9% |
| D | = | 60-69.9% |
| F | = | below 59.9% |

REMEMBER - To meet the state requirements of the Illinois Articulation Initiative and receive a passing grade for the course, the student MUST complete all three presentations WITH AN AUDIENCE.

TENTATIVE SCHEDULE (subject to change)

| <u>Dates</u> | <u>Topic</u> | <u>Assignment</u> |
|-----------------|--|--|
| 12/16- 12/22 | Introduction to course Chapter 1: An Introduction to Public Speaking Chapter 2: Ethics of Public Speaking Chapter 6: Organizing and Outlining Chapter 7: Introductions and Conclusions Submit I Believe Speech & Outline | I Believe Speeches |
| 12/23- 12/29 | Chapter 5: Audience Analysis Chapter 11: Informative Speaking Chapter 9: Speech Delivery Chapter 10: Supporting Your Ideas Give Peer Review Comments on BB & Upload Self-Assessment to BB Submit Informative Speech & Outline | Peer Review & Self-Assessment #1 Informative Speeches |
| 12/30- 1/5 | Chapter 4: Effective Listening Chapter 12: Persuasive Speaking Chapter 13: Special Occasion Speaking Give Peer Review Comments on BB & Upload Self-Assessment to BB Submit YouTube Speech Critique Submit Persuasive Speech & Outline | Peer Review & Self-Assessment Persuasive Speeches YouTube Speech Critique |