

# ACS 101-WS1 • Public Speaking (Online)

Department of Applied Communication Studies  
Winter Session 2021-2022

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## COURSE DESCRIPTION AND GOALS :

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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

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Our main textbook we will be using for this course is an Open Educational Resource (OER), which is a resource that resides in the public domain or have been released under an intellectual property license that permits their free use and re-purposing by others. We are using *Stand Up, Speak Out: The Practice and Ethics of Public Speaking*, published by Saylor Academy. This is available electronically in a variety of formats, which are linked through the Blackboard course. We also have an online supplemental book that is linked through Blackboard: Gunn, J. (2018). *Speechcraft*. Boston, MA: Bedford/St. Martin's.

Course packet with assignment information is also available on Blackboard

## THE ILLINOIS ARTICULATION INITIATIVE AND GEN ED

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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**

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**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 except for speech assignments and outlines which have individual due dates.** Each week, students need to complete any assignments due and send the instructor any questions that they have. Please check the course assignments 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.

## **REASONABLE ACCOMMODATION POLICY**

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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](mailto: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](http://www.siue.edu/access).

## **COURSE FORMAT**

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Blackboard will be utilized for this course. Grades, supplemental materials, and class announcements will be posted here. 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.siue.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**

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

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.siue.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. Note that some Blackboard components will not work properly on free wifi from places like Starbucks, Panera's or McDonalds.
- Microsoft Office (SIUE Students can now get Free Office 365 at <http://www.siue.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**

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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**

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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**

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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**

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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**

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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.

## **VIDEO RECORDING INSTRUCTIONS**

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### **IAI ACCREDITATION REQUIREMENTS FOR ONLINE SPEECH CREDIT VENUE:**

Face-to-face performances with a speaker and an audience are required of all three ACS 101 speeches in an appropriate setting for a public speech.

### **AUDIENCE & CAMERA PLACEMENT:**

You should gather as many audience members as are available during your quarantine. The IAI has waived the minimum requirement, but it is useful to have an audience when delivering 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.

The camera should be placed in such a manner that the eyes and face of the speaker are clearly visible on the recording. 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 your audience leaves and 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 Packet on Blackboard for further descriptions and grading rubrics for each assignment*):

### COURSE READINGS (UNGRADED)

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You are expected to complete the readings on your own prior in addition to viewing the lecture on that topic. To help you focus your attention, guided notes are available on Blackboard that can be filled in while you are listening to the lecture.

### READING/LECTURE QUIZZES (13 @ 10 POINTS)

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Your understanding of course concepts will be assessed through chapter quizzes. You will complete quizzes based on the lecture/reading for nearly each textbook chapter. These consist of 10 randomized multiple-choice questions. Quizzes are open book/open notes and will be taken on Blackboard. The link will become live for the designated time period. You are allowed 20 minutes for each quiz (The quiz will automatically end after 20 minutes). These are due by 11:59 PM on the due date indicated on the syllabus.

### I BELIEVE SPEECH (40 POINTS)

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For your first assignment, you will be asked to present a three-point speech presenting a personal attitude you have toward something. This **5 to 6-minute** speech requires no sources or visual aids. An outline is required. See Course Packet for specific details for this assignment.

### INFORMATIVE SPEECH (55 POINTS):

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For your second assignment, you will learn to organize, clarify, and deliver informative messages. Your goal is to present a **5 to 6-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)

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Your third speech is a **7 to 8-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 Packet for specific details on the organizational structure required for this presentation.

### OUTLINES

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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.

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**PEER FEEDBACK (3 @ 5 POINTS)**

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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 one Peer Feedback form for the three major speaking assignments. Directions for this assignment is in the Course Packet. Each is worth 5 points.

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**SELF-ASSESSMENT (2 @ 20 POINTS)**

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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 within the GoReact platform. More information is in the Course Packet.

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**YOUTUBE SPEECH CRITIQUE (20 POINTS)**

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You will select a publicly available speech on YouTube to critique for this assignment. The speech must be at least 5 minutes in length. You will watch the speech and critique it in terms of good public speaking guidelines covered in class. Critique guidelines are detailed in your Course Packet, and a template is on Blackboard.

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**GRADING**

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Grades are determined on a straight percentage scale based on the number of points earned out of a maximum of 380 points. There will be no further rounding of final grades. Final grades are calculated as follows:

A	=	90%-100%	(342-380)
B	=	80%-89.9%	(304-341)
C	=	70%-79.9%	(266-303)
D	=	60-69.9%	(228-265)
F	=	below 59.9%	(227 and below)

**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.**

# ACS 101: PUBLIC SPEAKING

## TENTATIVE SCHEDULE

Week	Readings	Assignments	Due Date**
<b>Week 1</b>  Dec 20-26	Chapters 1-3 Chapter 10: Creating the Body of a Speech Chapter 19/Appendix: Your First Speech Chapter 12: Outlining Chapter 5: Audience Analysis	Chapter 10 Quiz	12/26
		Chapter 19 Quiz Chapter 12 Quiz Chapter 5 Quiz	
		<b>I Believe speech and Outline</b>	12/24
		<b>Peer review and Self-Assessment</b>	12/26
<b>Week 2</b>  Dec 27-Jan 2	Chapter 16: Informative Speaking Chapter 7: Researching Your Topic Chapter 8: Supporting Ideas Chapters 9 & 11: Introducing and Concluding Your Speech	Chapter 16 Quiz Chapter 7 Quiz Chapter 8 Quiz Chapters 9 & 11 Quiz	1/2
		<b>Informative speech and Outline</b>	12/31
		<b>Peer review and Self-Assessment</b>	1/2
<b>Week 3</b>  Jan 3-9	Chapter 4: Listening Chapter 13: Language Chapter 14: Delivering the Speech Chapter 15: Presentation Aids Chapter 17: Persuasive Speaking	Chapter 4 Quiz Chapter 13 Quiz Chapter 14 Quiz Chapter 15 Quiz Chapter 17 Quiz	1/9
		<b>Persuasive speech and Outline</b>	1/7
		<b>Peer Review and YouTube Critique</b>	1/9

\*\*All quizzes and assignments are due by 11:59 PM on the date listed\*\*