

# CSS 1302 Speech for Business & Professional Students

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## Course Description

The goal of this course is to enhance your ability to prepare for and execute public presentations. By the end of the semester, you should be able to:

- ♦ Understand and recall core concepts in public communication
- ♦ Analyze and adapt to various speaking occasions and audiences
- ♦ Conduct research and gather evidence to develop presentation content
- ♦ Organize and structure presentation content
- ♦ Deliver presentations effectively and manage speech anxiety
- ♦ Effectively listen to and critique others' messages

## Required Text

Lucas, Stephen, E. (2009). *The Art of Public Speaking* (10<sup>th</sup> Ed.). New York, NY: McGraw-Hill.

- ♦ This text is available at the Baylor Bookstore
- ♦ We *will* be using the book, so please find a copy to buy, rent, borrow, or share.
- ♦ Any additional class readings will be posted to Blackboard or provided in hard copy for easy access.

## Course Expectations & Policies

### Attendance

You are required by the Baylor College of Arts & Sciences to attend at least 75% of class periods. If you fail to meet this requirement, you will automatically receive a failing grade in the course. An absence is an absence, no matter what the reason. University-related absences and those due to illness/family emergencies *do count* when tallying absences.

### Late Work/Make-up Work

Students are expected to complete/submit all work on time. All written work should be submitted in hard copy form *in class*, unless otherwise noted. If you fail to bring a hard copy to class for whatever reason, you may email me a copy of your assignment by 5:00 p.m. on the due date, *but be aware* that you will automatically receive 25% penalty. *Assignments will not be accepted past the due date.* If you miss class on an assignment due date due to university-sanctioned travel, a serious personal illness, or a family emergency, I will allow you to make up work that was missed on that day. However, there are 2 important conditions: (1) You must notify me of your absence *before or during* class (not after) and (2) you must provide me with *official written documentation*. Eligible, *approved* make-up work must be completed no later than 1 week following the normal turn-in date and will not be accepted after that.

### Participation

This is an interactive course and your input is highly valued. I expect you to come to class ready and willing to participate in the class discussion. This includes capably answering/discussing questions I ask, as well as voluntarily adding content to the day's discussion via comments, stories, analysis, critique, personal reflections, etc. *Important question to ask yourself: Does my individual presence add value to this class?*

### Personal Responsibility

As your instructor, I am *always* here to help. But, ultimately, it is your responsibility to take advantage of the resources that are available to you, including my assistance. I wholeheartedly abide by the following philosophy: You are the master of your destiny in this course.

### Classroom Behavior

All students will be expected to treat each other with respect, courtesy, and openness. While it is perfectly acceptable to express opposing viewpoints and provide constructive criticism to each other, it is not acceptable to ridicule, belittle, marginalize, or embarrass anyone else. Should any student act in a manner that is disruptive or disrespectful, I reserve the right to directly address that person on the matter during or outside of class; additionally, disruptive students may be asked to leave the class for the remainder of the course period.

## Academic Integrity

Plagiarism is the act of representing, either directly or indirectly, and without proper source documentation, someone else's work as your own. Plagiarism will not be tolerated; if you are caught participating in any form of academic dishonesty, you will be removed from the course and will receive an "F." For a complete description of Baylor's Honor Code Policy & Procedures, please refer to: <http://www.baylor.edu/honorcode>.

## Coursework

### Readings

You will regularly be assigned to read chapters from the textbook or other supplemental readings; these assignments are listed on the course schedule. Any non-textbook readings will be posted to Blackboard or provided in hard copy.

### Examinations (200 points)

There will be 2 exams over the course of the semester. Exams will consist primarily of multiple choice, true/false, and short answer questions. The content of the exams will be drawn from readings and lectures. A light exam review sheet will be provided for you.

### Speeches (350 points)

Each student will deliver four graded speeches over the course of the semester. Each speech will be evaluated according to a rubric which measures mastery of course concepts relating to organization and delivery of the speech.

- ◆ Speech 1: Speech of Self-Introduction
- ◆ Speech 2: Demonstration Speech
- ◆ Speech 3: National Problem & Solution Speech
- ◆ Speech 4: Commemorative Speech

### Analysis Papers (100 points)

At three points throughout the semester, I would like to hear from you regarding your analysis of your progress as a speaker. Part 1 (25 points) will ask you to discuss your experience thus far speaking in front of people, your feelings toward it, your future career ambitions and how they might involve public speaking, etc. Part 2 (25 points) will ask you to discuss your progress up until that point, what you have learned about yourself, what you still need to work on, etc. Part 3 (50 points) will ask you to reflect over your cumulative experience in the class. All three papers will ask you to reflect on your experience and *analyze* yourself as a speaker.

### In-Class Activities (75 points)

Throughout the semester, we will engage in various in-class exercises which will serve to apply your growing knowledge. These may include but are not limited to impromptu speech activities, group activities, online or in-class quizzes, research tasks, peer evaluations, and short writing assignments.

### Participation (25 points)

Each student is expected to come to class prepared to participate verbally in class discussion. As referenced previously, this includes asking questions, answering questions, offering personal insights or examples relating to course content, etc. – in other words, adding value to the class discussion. It also involves showcasing a positive attitude towards class in general, being a good audience member while others are delivering speeches, and abiding by *classroom behavior* policies.

## Grading

### Grade System

This course is graded through use of a system in which you simply accumulate points over the entire semester. Grades are not based on averages, percentages, or weights; all the points you earn (including bonus points) are weighted equally and go into a big "bucket" of points. Your final grade is determined solely by how many points you have at the end of the semester. All grades will be posted to Blackboard and can be accessed by logging in to <http://my.baylor.edu>.

### Grading Scale

- A = 671-750 points
- B+ = 648-670 points
- B = 596-647 points
- C+ = 573-595 points
- C = 521-572 points
- D = 446-520 points
- F = 0-445 points