**Public Speaking in a Global Context**

**Table of Contents**

Acknowledgements ………………………………………………………………..

Syllabus ……………………………………………………………………………

Course Overview……………………………………………………………………

Course Policies……………………………………………………………………...

Description of Assignments………………………………………………………...

McClung Public Speaking Contest…………………………………………………

Criteria for Grading Speeches………………………………………………………

Unit One Communication Overview

Chapter One Introducing Public Speaking

* Chapter Learning Objectives……………………….
* Your Connection with Public Speaking…………….
* History of Public Speaking…………………………
* Public Speaking in a Global Context………………
* Speaking Ethically…………………………………
* Overview of the Text…………………….………...

Chapter Two The Communication Process

* Chapter Learning Objectives……………………….
* The Communication Process……………………….
* Models of Communication…………………………
* The Listening Process………………………………
* Effective/Ineffective Communication……………...
* Intercultural Communication………………………
* Communication Technology………………………

Chapter Three Overcoming Speech Anxiety

* Chapter Learning Objectives…………………..
* Building Confidence……………………………
* Managing Nervousness…………………………
  + During Speech Preparation…………….
  + During the Speech………………………
* Resources for Managing Anxiety………………

Chapter Four The First Speech

* Chapter Learning Objectives…………………..
* Preparing……………………………………….
* Delivering………………………………………
* Keep in Mind…………………………………..

Unit Two Public Speaking Components

Chapter Five Speech Preparation – Developing Topic, Purpose and Central Idea

* Chapter Learning Objectives………………….
* Overview………………………………………
* Selecting a Topic………………………………
* Developing the Purpose…..…………………...
* Clarifying the Central Idea…………………….

Chapter Six Audience Analysis

* Chapter Learning Objectives………………….
* Overview………………………………………
* Audience Characteristics………………………
* Situational Factors…………………………….
* Adapting Your Message………………………
* Locating Audience Information……………….

Chapter Seven Supporting the Speech – Gathering Information

* Chapter Learning Objectives………………...
* Overview……………………………………..
* Supporting Material………………………….
* Library Research……………………………..
* Internet Searches……………………………..
* Interviews…………………………………….
* Evaluating Search Results……………………
* APA Tutorial…………………………………

Chapter Eight Organizing Search Results

* Chapter Learning Objectives………………...
* Overview……………………………………..
* Organizing the Body…………………………
* Introductions, Conclusions, & Transitions......

Chapter Nine Outlining

* Chapter Learning Objectives………………..
* Overview…………………………………….
* Preparation Outline………………………….
* Delivery Outline……………………………

Chapter Ten Language

* Chapter Learning Objectives…………….
* Overview…………………………………..
* The Effects of Language…………………..
* Appropriate Language Use………………..
* Clarity and Accuracy……………………...
* Use of Vivid Language……………………
* Use of Abstract or Concrete Language……

Chapter Eleven Delivery

* Chapter Learning Objectives…………….
* Overview…………………………………
* Speaking Environments…………………
* Effective Delivery Defined………………
* Use of Voice……………………………..
* Eye Contact………………………………
* Body Movement…………………………
* Appropriate Dress……………………….
* Use of Visual Aids………………………
* Group Delivery…………………………..

Unit Three Types of Speeches

Chapter Twelve Speaking to Inform

* Chapter Learning Objectives……………
* Sharing Information…………………….
* Types of Informative Speaking…………
* Recognizing Audience Perceptions……..
* Organizing the Informative Speech……...
* Guidelines for Informative Speeches……
* Sharing Information Effectively………...

Chapter Thirteen Speaking to Persuade

* Chapter Learning Objectives……………
* Persuasion Defined………………………
* How Persuasion Works………………….
* Overcoming Audience Objections………
* Organizing the Persuasive Speech………
* Monroe’s Motivational Sequence……….
* Building Persuasive Messages…………..
  + Source Factors…………………..
  + Receiver Factors…………………
  + Message Factors…………………
  + Reasoning………………………..
  + Emotional Appeals……………….
* Avoiding Fallacious Persuasive Appeals...
* Sample Persuasive Speech Outline………

Chapter Fourteen Special Occasion/Ceremonial Speeches

* Chapter Learning Objectives…………….
* Practices and Procedures…………………
* Types of Special Occasion Speeches…….
* Organizing Special Occasion Speeches…..

Chapter Fifteen Speaking On-line

* Chapter Learning Objectives……………..
* Overview of the Online Speaking

Environment……………………………..

* Similarities and Differences Between

Traditional and On-line Speeches……….

* Preparing for the On-line Speech………..
* Delivering the On-line Speech…………..
* Assessing On-line Speeches…………….

**Course Syllabus**

**Communication Studies 210: Public Speaking**

**University of Tennessee**

Instructor: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Office: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Office Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Department Phone: 974-0696

Office Hours: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Website: <http://cmst.cci.utk.edu/>

**Course Requirements and Policies**

**Course Overview**

Communication Studies 210 (Public Speaking) is designed to achieve two broad aims. First, we seek to advance your knowledge of the public speaking process. We will accomplish this aim through a combination of written and oral assignments that are designed to prepare you for public speaking situations. Second, the course is designed to strengthen your skills as a speaker. Your oral communication skills will be advanced by actively participating in a series of speaking assignments.

Your skills and knowledge will grow as the semester unfolds. As a part of this process, you should become an increasingly comfortable, effective speaker. Following the completion of the course we encourage you to build on your understanding of the public speaking process so that you can continue to develop as a speaker.

**Course Objectives**

After completing this course, students should:

1. Possess an understanding of the communication process;

2. Possess an understanding of how to prepare, deliver, and evaluate speeches;

3. Demonstrate the ability to adapt speeches to diverse audiences;

4. Demonstrate how to develop and deliver speeches on

intercultural/international topics;

5. Demonstrate the ethical use of messages associated with public speaking; and

6. Demonstrate the skillful use of communication in public speaking contexts.

**Schedule of Classes and Assignments**

A class schedule will be provided by your instructor that identifies reading assignments, speaking assignments, and test dates.

**Required Text**

Haas, J.W. (2014). *Public Speaking in a Global Context.* Plymouth, MI: Hayden McNeil.

**Web-page Resources**

School of Communication Studies: <http://cmst.cci.utk.edu/>

School of Communication Studies Public Speaking link: <http://cmst.cci.utk.edu/content/oral-communication>

* Click on the appropriate topic of interest (e.g., speech anxiety, choosing a topic, etc.)

Hodges Library: <http://libguides.utk.edu/speech210>

* This link to Hodges Library appears as part of the general category Research Guides

**Student Responsibilities**

We seek to accomplish a great deal over the course of the academic term. To best achieve the goals that we are pursuing through this course, you are responsible for:

* **Coming to class prepared**. CMST 210 is NOT a lecture course. Most of your time will be spent interacting with others. You are responsible for reading the material assigned before each class.
* **Attending class.** Class attendance is mandatory. Absences will affect your final grade:
  + For a M/W/F class, you are permitted a total of three (3) absences for ANY reason, including sickness, funeral, personal emergency, school sponsored event, etc. For a T/R class you are entitled to two (2) absences for ANY reason, including sickness, funeral, emergency, school sponsored event, etc.
  + Each additional absence, beyond the number permitted, will result in a point reduction in your final grade. For example, missing four T/R classes or five M/W/F classes will result in a grade reduction.
* **Completing assignments as scheduled**. All assignments must be completed as scheduled by your instructor. Since major assignments such as speeches and exams are announced well in advance, a make-up will only be allowed in the case of a documented illness or family crisis and by the consent of your instructor.
* **Delivering speeches that follow the guidelines listed below:**
* Presentations are to be original and reflect careful preparation. Standards of originality and thorough preparation require that the viewpoint, structure, and style of the presentation be your own, except where the use of the words and ideas of others is acknowledged by oral and written citation. The University policy concerning academic integrity will be applied in this course (see the current edition of the student handbook, *Hilltopics*).
* All speeches must be within the boundaries of good judgment and taste. If in doubt about what is appropriate, check with your instructor before the speech is presented.
* You must adhere to all legal statutes governing the community and university. Illegal or hazardous items (drugs, firearms or other weapons, alcohol, live animals, explosives, etc.) and potentially disruptive or dangerous activities (tuning motorcycle engines, extracting snake venom, cleaning fish, etc.) are not permissible in the classroom under the guise of visual aids or demonstrations.
* You may not jeopardize the safety of any audience member.

**Plagiarism**

**University’s Honor Statement**. “An essential feature of the University of Tennessee is a commitment to maintaining an atmosphere of intellectual integrity and academic honesty. As a student of the University, I pledge that I will neither knowingly give nor receive any inappropriate assistance in academic work, thus affirming my own personal commitment to honor and integrity.”

“Students are responsible for any acts of plagiarism. Plagiarism is using the intellectual property or product of someone else without giving proper credit. The undocumented use of someone else’s words or ideas in any medium of communication (unless such information is recognized as common knowledge) is a serious offense, subject to disciplinary action that may include failure in a course and/or dismissal from the university. Specific examples of plagiarism are:

* Using without proper documentation (quotation marks and a citation) written or spoken words, phrases, or sentences from any source;
* Summarizing without proper documentation (usually a citation) ideas from another source (unless such information is recognized as common knowledge);
* Borrowing facts, statistics, graphs, pictorial representations, or phrases without acknowledging the source (unless such information is recognized as common knowledge);
* Collaborating on a graded assignment without the instructor’s approval;
* Submitting work, either in whole or part, created by a professional service and used without attribution (e.g., paper, speech, bibliography, or photograph).”

**Description of Assignments**

**Self-introduction Speech**

The overarching goal of this speech is to inform, not to persuade. The purpose of this assignment is to introduce yourself to the class by condensing the most important information about yourself into a short 1-2 minute speech. This assignment enables class members to learn more about each other in order to create a supportive speaking environment. This assignment may also help you learn more about yourself and what is most important to you. This assignment will require you to prepare the speech in advance – it is not an impromptu presentation.

**Impromptu Speeches**

The overarching goal of this speech will be determined by your teacher, and that goal may be to inform or to persuade.

Many speaking situations you encounter in life will be impromptu. That is, you will be required to speak with little or no preparation. One of the goals that we will pursue this term is to teach you to organize your thoughts and present them clearly. The impromptu speech will give you the best opportunity to think on your feet and construct a well-organized message. It will also give you the opportunity to gain valuable experience speaking in front of peers and responding to their feedback during the speech.

When this assignment is made, the instructor will give you a few moments to gather your thoughts and prepare a few notes for use during the speech. Keep in mind that organization is the key to communicating your message and enhancing your credibility with the audience. For this kind of speech, seek to have a conversation with the audience and respond to their feedback.

**Informative Speech on International Topic**

This assignment calls for an informative objective. You must not engage in persuasion.

The purpose of this speech is to inform the audience about a concept, process, or event that involves an international or intercultural topic. Informative speeches are designed to bring new information to the audience. Consider your own interests and abilities, but also consider which topic would be interesting to your audience.

You will need to use at least three (3) credible and currentsources for this speech. You may use sources from the Web if the following information is available:

* The author’s name and credentials (researcher, physician, college professor, etc.);
* The sponsoring organization (e.g., Mayo Clinic, The Centers for Disease Control and Prevention, etc.); and
* The date the information was reported on the website.

If the author or sponsoring organization is not available, do not use this source for the assignment.

**Informative speech outline.** On the day you are scheduled to deliver the informative presentation, you must turn in a complete speech outline along with a list of references. The outline will be evaluated by your instructor and be part of your informative speech grade. Your outline must follow the format described in thetext.

**Time**. You must complete the speech in the time allotted. Speeches under or over the allotted time may incur a loss of points from the final grade. Speakers who exceed the allotted time may be stopped by the instructor.

**Style of delivery.** Reading the speech is not permitted.Aspeaker who reads his/her presentation will fail the assignment.When you deliver your presentation, we expect you to be organized, make use of a speaking outline, and maintain eye contact with the audience. In addition, we expect you to make appropriate use of visual aids.

**Persuasive Speech**

This assignment calls for a persuasive objective. Note that you may also pursue an informative objective as part of this assignment. You may need to inform the audience prior to introducing the persuasive objective.

The goal of this assignment is to prepare and deliver a speech designed to change or reinforce the attitudes, beliefs, and/or behaviors of the audience. You may wish to consider Monroe’s Motivated Sequence as an organizational pattern for a persuasive speech of question of policy and a topical pattern for speeches of question of fact or value.

**Persuasive speech outline.** A copy of your speech outline and a list of sources must be turned in to your instructor at the beginning of the class session that you are scheduled to speak.

You must include at least five (5) current and credible sources on your outline with a reference page attached. You may use sources from the Web if the following information is available:

* The author’s name and credentials (researcher, physician, college professor, etc.);
* The sponsoring organization (e.g., Mayo Clinic, The Centers for Disease Control and Prevention, etc.); and
* The date the information was reported on the website.

Speakers who fail to cite at least five (5) sources in this speech will be penalized.

**Delivery style.** Reading the speech is not permitted.Aspeaker who reads his/her presentation will fail the assignment.When delivering the presentation, we expect you to be organized, make use of a speaking outline, and maintain eye contact with the audience. In addition, you are expected to make appropriate use of visual aids.

**Special Occasion Speech**

This type of speech may call for an informative objective or it may involve a persuasive objective.

Special occasions include a variety of events such as commencement, dedications, or nominations. Speeches are often a key part of this special kind of event. For this assignment, you will select a specific event or occasion that will guide you in the selection of the type of speech, pattern of organization, supporting material, etc.

You are not required to cite a specific number of sources for this speech. However, if the speech calls for supporting material that involves the use of outside sources, you must cite your sources.

For this assignment, the goal will be determined by the type of special occasion speech you plan to present. While you may choose to present a Speech of Introduction, Commemorative Speech, or After-Dinner speech, you may **NOT** choose to deliver a Speech of Acceptance or Presentation. Keep in mind as you prepare the presentation that the purpose and occasion should be made clear to the audience.

It is especially important in special occasion speeches to make effective use of vivid language, examples and descriptions, and vocal and visual delivery techniques. You must make this event/occasion as realistic as possible.

Visual aids are not required. However if a visual aid is necessary for making your event/occasion speech realistic, points may be deducted for not using one. No outline is required for this speech.

**Examinations**

All students enrolled in Communication Studies 210 are required to take a Midterm and Final Exam. The examinations will be comprised of objective questions in multiple choice and true/false format. The Midterm will involve the material covered in the first half of the course; the Final exam will cover the material discussed in the second half of the course.

**Library Assignment**

Your class will be visiting Hodges Library prior to Informative Speeches. The library session will center on the search engines and databases that are most helpful when searching for sources to support your speech objectives. Additional information about the Library Assignment will be covered in class.

**Research Participation**

Each student will have the opportunity to participate in two (2) research projects (12.5 pts. each/25 total points) during the course of the semester. This assignment supports research projects designed to explore effective communication. Your instructor will provide you with complete instructions on how to register for research participation credit. If you elect not to participate in research activities for any reason, your instructor will have available an alternative assignment for you to earn the research participation portion of your grade.

**McClung Speech Contest Evaluation**

Each semester, CMST 210 students participate in the McClung Public Speaking Contest sponsored by the School of Communication Studies. All public speaking students are eligible to participate and cash prizes will be awarded to the winners. As you plan your informative speech on an international topic this term, keep the contest in mind.

One student from each section of CMST 210 will represent his or her classmates in the competition. Each section will be responsible for selecting its representative. Talk to your instructor if you are especially interested in this competition. Your instructor may select the representative or the class may vote on its representative.

There will be two rounds of speeches (a Preliminary Round and a Final Round) and, if selected, you must be available to present on both dates. The dates for the Preliminary Round and the Final Round will be announced in class. The Top Five speakers from the Preliminary Round will progress to the Final Round. All Final Round speakers will receive a cash award. If you are not chosen to compete in the final round, you are required to attend the final round of the competition to complete the evaluation assignment.

**Criteria for Grading Speeches**

All CMST 210 instructors follow the same guidelines when grading speaking assignments. In general, a “C” on a speech means that you have met the minimum requirements for that assignment; a grade of “A” or “B” means that you have exceeded the minimum requirements in a significant way; and a grade of “D” or “F” means that you have failed to meet two or more of the requirements for the assignment. **The average grade for major speeches in this class is a C+.** In addition, **simply attempting the speech does not guarantee that you will be assigned a passing grade**. The criteria for assigning speech grades appear below:

1. **C = Average, satisfactory work**. To be judged as average and satisfactory, your work must:
   1. Meet all specific requirements for the assignment (length, purpose, organization, sources, delivery, etc.)
   2. Be delivered on the assigned date and within the appropriate time limit
   3. Exhibit sound organization—a clear purpose adequately supported by main ideas that are easily identified
   4. Be intellectually sound in developing a topic of worth with adequate and dependable supporting materials
   5. Fulfill any special requirements of the assignment—such as use of three examples of supporting material
   6. Exhibit reasonable directness and communicativeness in delivery
   7. Be correct in grammar, pronunciation, and articulation
2. **B = Above** **average work**. To be judged as above average, you work must meet the criteria for a “C” as well as the following:
   1. Exhibit skillful use of connectives/transitions
   2. Demonstrate above average skill in using language, organization, and supporting materials to engage and challenge the audience
   3. Establish genuine rapport and interaction with listeners through style and delivery
   4. Challenge the audience to think or arouse in listeners a depth of response
3. **A = Superior work**. To be judged superior, your speech must meet the criteria for a “C” and “B,” as well as the following:
   1. Constitute a genuinely individual contribution to the audience’s thinking
   2. Demonstrate exceptional skill in using the communication elements to create audience understanding and acceptance of a complex viewpoint or argument
   3. Illustrate skillful mastery of connectives/transitions and of presentation of ideas

4. **D or F = Below average work**. To be judged below average means that the speech is deficient in some or several of the factors required for an average “C” speech. **Any speech that is read or does not include the required number of sources will not receive a grade above a “C” for the assignment.**

**Grading Questions or Issues**

CMST 210 covers the basic principles of public communication. Topics and exercises center on the application of communication principles and formal presentation skills. While the public speaking course is staffed by several different instructors, each follows the same policies and procedures.

If you have a question or concern about a graded assignment, please discuss your concern with your instructor. If you are unable to resolve the problem with your instructor, you may then schedule a meeting with Dr. John Haas, Director of the School of Communication Studies. His office is located in 293 Communications Building.