



Undergraduate Extended Campus Syllabus

Introduction to Speech Communication

SPCH 1000

3 UG credits, 37.5 contact hours

Summer 2020

Online

Instructor: Prof. John Crory

Email: jcrory@fitchburgstate.edu

Virtual Office Hours: By appointment

This syllabus, along with course assignments and due dates, are subject to change. It is the student's responsibility to check Blackboard for corrections or updates to the syllabus. Any changes will be clearly noted in a course announcement and through email.

Course Description

Rhetoric—the skill of speaking effectively and the study of language's effect on an audience—was a foundation of the ancient Greek and Roman ideal of the “liberal arts,” the education that prepares a citizen to exercise their freedom. In the European Middle Ages, rhetoric was considered one of arts of the Trivium, the tools that discipline the mind and allow a person to enter the world of ideas. This is because, as our textbook author Stephen Lucas says, speech is “a way of making one's ideas public.” Fitchburg State University's requirement to take a speech class honors those traditions by asking all students to take time to improve their speaking ability, and reflect on what “speaking well” means in different situations.

Comfort with speaking is not just an asset during your education. It also helps you fulfill your potential in your career. Many vocations involve speaking to others in both formal and informal settings. Across industries, it is the people who can speak confidently who get promoted to leadership positions.

The core of this class is four speaking assignments: an introductory speech telling a story, an informational presentation with visuals, a persuasive speech, and a mock job interview. All four will be recorded on video for this online course. Each is an opportunity for you to improve specific speaking skills. Along the way, you will also write short essays to reflect on your own speaking experiences and analyze speeches you watch on video.

Course Outcomes

By the end of this course, successful students will be able to:

- speak confidently in live video meetings and on videos that will be seen by a group.
- apply the speaking techniques essential to various occasions, including storytelling, conveying information, persuasion, and being interviewed for a job.
- develop strategies to overcome the anxieties and bad habits that hold them back from speaking well.
- analyze rhetorical techniques in speeches given by others.
- identify the elements of major speech genres.

Required Books

Lucas, Stephen, and Paul Stob. *The Art of Public Speaking*. Thirteenth Edition. McGraw-Hill Education,

2020.

[Amazon eTextbook \\$33.00 / Rent \\$29.70.](#)

Ryan, Robin. *60 Seconds & You're Hired!* Revised Edition. Penguin Books, 2016.

[Amazon eBook \\$4.99 / Paperback \\$10.99.](#)

Required Technology

This course requires a laptop or desktop computer with a stable internet connection, webcam, and microphone. Mobile devices and tablets are not acceptable replacements for the purposes of this course.

Blackboard, Email, and Google Apps

This course will be delivered entirely through the course management system Blackboard. You will use your Fitchburg State University Falcon Key to login from the [Blackboard login page](#). To start using Blackboard, see instructions at www.fitchburgstate.edu/offices-services-directory/technology. You will also use the Google G Suite apps Gmail, Meet, Drive, and Slides during this course. To see instructions for logging into your FSU Gmail and other apps, go to <https://www.fitchburgstate.edu/offices-services-directory/technology/email/>. Students are responsible for checking their email daily to see announcements and communications from the instructor.

How You Will Be Graded

Introductory Speech	10%
Informational Presentation	20%
Persuasive Speech	20%
Practice Job Interview	20%
Speech Analysis Essays	20%
Reflection Essays	10%

FSU course grades are assigned on a four-point scale:

GPA Grade	Letter Grade	Percentage
4.0	A+/A	95-100
3.7	A-	92-94
3.5	A-/B+	89-91
3.3	B+	86-88
3.0	B	83-85
2.7	B-	80-82
2.5	C+	77-79
2.3	C	74-76
2.0	C-	71-73
1.7	C-/D+	69-70
1.5	D+	67-68
1.3	D	64-66
1.0	D-	60-63
0.0	F	0-59

Assignments

Assignment sheets detailing requirements and due dates for all assignments will be posted on Blackboard in the Assignments folder. Outlines and papers should be emailed as file attachments to Prof. Crory at jcrory@fitchburgstate.edu. Speech videos should be recorded in Google Meet and uploaded to our course's shared Drive folders.

Introductory Speech: A 2 ½ - 3 minute speech in which you introduce yourself and tell a story about a friend.

Informational Presentation: A 5-7 minute presentation about a recent development or event in your field of choice, accompanied by a Google Slides presentation, outline, and Works Cited.

Persuasive Speech: A 5-7 minute speech defending a public policy claim of your choice, accompanied by an outline and Works Cited.

Practice Job Interview: A mock job interview for an internship or job opening of your choice. This interview will be conducted live with Prof. Crory acting as your interviewer.

Reflection Papers: Two 2-3 page papers in which you first reflect on your own performance, then describe the techniques of two classmates whose presentations you observed (in a shared video folder) and found most effective. You may choose to write your first Reflection about either the Informational Presentation or the Persuasive Speech; all students must write their second Reflection about the Practice Job Interview.

Analysis Papers: Three 2-3 page papers will be assigned with prompts to analyze speeches shown on video.

Academic Honesty

Using other peoples' words and passing them off as your own is plagiarism and a serious violation of FSU's academic integrity policy. Any time you include sentences or phrases written by someone else in your own papers or speeches, you must indicate that you are quoting and, when writing, provide proper citation. The same goes for paraphrase of ideas or analysis from any source. **If you turn in a paper or deliver a speech that is plagiarized, even partly, you will fail this course and be referred to the university for discipline.**

Accommodations for Disability

To support access and inclusion, Fitchburg State University offers reasonable accommodations to students who have documented disabilities. If you require accommodations for this class, please provide me with a copy of your Accommodation Agreement from the Disability Services office as soon as possible so that we can discuss your specific needs. Any information that you share with me will be held in the strictest confidence. For additional information, contact Disability Services by going to www.fitchburgstate.edu/offices-services-directory/disability-services.

Preliminary Schedule of Readings and Assignments

This preliminary overview is a preview of the course readings and assignments. Each week will also feature several videos of notable speeches to watch, as well as lessons that reinforce concepts from the reading. Our full schedule will be posted on Blackboard before the course begins.

Week 1 (July 6-12): Telling Stories

Reading Assignments: "How to Tell a Story" by Daniel McDermon; *The Art of Public Speaking* Chapters 1, 3-6, 12, 13, 19

Writing Assignment: Analysis Paper #1

Speech Assignment: Introductory Speech

Week 2 (July 13-19): Informational Speech

Reading Assignments: *The Art of Public Speaking* Chapters 7-11, 14, 15

Writing Assignment: Analysis Paper #2

Speech Assignment: Informational Presentation

Week 3 (July 20-26): Persuasive Speech

Reading Assignments: *The Art of Public Speaking* Chapters 2, 16, 17

Writing Assignment: Reflection Paper #1 (Choose #1 or #2)

Speech Assignment: Persuasive Speech

Week 4 (July 27 – August 2): The Job Interview

Reading Assignments: *60 Seconds & You're Hired* Chapters 1-3, 5, 7, 11-13

Writing Assignment: Reflection Paper #2 (Choose #1 or #2)

Speech Assignment: Practice Job Interview

Week 5 (August 3-7): Ceremonial Speech

Reading Assignments: *The Art of Public Speaking* Chapter 18, Pericles's Funeral Oration, The Gettysburg Address, Lincoln's Second Inaugural Address

Writing Assignment: Reflection Paper #3, Analysis Paper #3

POLICY ON DISABILITY

Disability Services is the primary support system for students with disabilities taking classes in the day and evening divisions. The office is located on the third floor of the Hammond Building and can be reached at 978-665-4020 (voice/relay). If you need course adaptations or accommodations because of a disability, if you have emergency medication information, or if you need special arrangements in case the building must be evacuated, please make an appointment at the beginning of the course to talk with me. It is important that the issues relating to disabilities be discussed with me as soon as possible.

GRADE APPEAL

If you disagree with the evaluation of your work or believe an improper grade has been assigned, an appeal may be followed. Please discuss the matter with the instructor and refer to the Fitchburg State University Grade Appeal Policy in the university catalog.

ACADEMIC INTEGRITY POLICY

The faculty in the Education Unit at Fitchburg State University that work submitted in fulfillment of course requirements will be solely that of the individual candidate and all other sources will be cited appropriately. University Academic Integrity Policy, as outlined in the University Catalogue, will be strictly adhered to.

Fitchburg State University encourages all Extended Campus students to take advantage of our online student services. We have created a “virtual student center” just for you. Here you will find access to Counseling Services, Career Services, The Student Activity Center, the university bookstore and many other helpful links. You can access our student center by going to the university homepage at <http://www.fitchburgstate.edu> and clicking on Offices and Services. Scroll down and click on Extended Campus Center. You will find links to Library Services, our Virtual Student Center and other important information.

FITCHBURG STATE UNIVERSITY DISTANCE LEARNING & EXTENDED CAMPUS LIBRARY SERVICES

The Gallucci-Cirio Library at Fitchburg State University provides a full range of library services including borrowing privileges; document delivery (books and articles mailed to your home); Interlibrary Loan; reference assistance via: phone, email, IM, Blackboard’s Collaboration and Elluminate tools, Skype and in-person; library instruction; research help and more. Any questions relating to library services should be directed to the Linda LeBlanc, Access Services Librarian, at 978-665-3062 or dllibrary@fitchburgstate.edu. There is also a special section for Distance Learning and Extended Campus Services at <http://fitchburgstate.libguides.com/dlservices> outlining the wide range of services available to you and how to access them.

Students who are currently registered with the university may access any of the library’s subscription databases, including an increasing number with full-text, by visiting the Gallucci-Cirio Library’s homepage at <http://www.fitchburgstate.edu/academics/library> and clicking on the Research Databases button in the center of the page. Select the resource you want to access from the alphabetical or subject listing. Once you click on the database title you will be prompted for your Falcon Key logon information; this is the same logon you will use for your Fitchburg State email account and if you have any online Blackboard courses. If you do not know your Falcon Key username and password or if you have any problems logging in, contact the university’s Technology Help Desk at 978-665-4500 or helpdesk@fitchburgstate.edu. The Library can issue you a temporary guest Falcon Key to use while the Technology Department is setting up your account: contact us at 978-665-3062 or dllibrary@fitchburgstate.edu

All registered Fitchburg State University students are eligible for a Fitchburg State University OneCard ID which also serves as his/her library card. If you have not received your OneCard yet, you can still access all of our online services as long as you have activated your library account. Activate your library account online at <http://fitchburgstate.libguides.com/dlservices> or in person at the Circulation Desk. After activation by the Gallucci-Cirio Library and receipt of your OneCard, students may also use any Massachusetts State College/University Library as well as participating libraries in the Academic and Research Collaborative (ARC) during the current semester. OneCards are available on campus all year round. Students wanting a OneCard must either complete the online Extended Campus OneCard request

form <http://www.fitchburgstate.edu/offices/technology/onecard/> or present a course registration confirmation at the OneCard Office in the Anthony Building, main campus. Please call 978-665-3039 for available times or if you have any questions about your OneCard.