Introduction to Speech Communication
SPCH 1000
Summer 2020
Online
37.5 Contact Hours

Instructor: Prof. John Crory
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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 to 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.

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	25%
Persuasive Speech	25%
Analysis Papers	30% (7.5% each)
Reflection Papers	10% (5% each)

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 Word (.doc/.docx) or PDF file attachments to Prof. Crory at jcrory@fitchburgstate.edu from your FSU email account. Your speech videos should be recorded in Google Meet and uploaded to our course's shared Drive folder.

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

Informational Presentation: A 5-7 minute presentation about a recent development, event, or trend in your field of choice, accompanied by a Google Slides presentation, outline, and Works Cited. To create the feeling of delivering a presentation to an audience, this should be delivered on Google Meet to at least two friends who you invite to watch.

Persuasive Speech: A 5-7 minute speech defending a public policy claim of your choice, accompanied by an outline and Works Cited. To create the feeling of delivering a speech to an audience, this should be delivered on Google Meet to at least two friends who you invite to watch.

Analysis Papers: Four 2 ½ - 4 page papers will be assigned with questions prompting you to analyze speeches shown on video.

Reflection Papers: Two 2 - 2 ½ page papers, after the Informational Presentation and Persuasive Speech, in which you first reflect on your own performance, then describe the techniques of two classmates whose presentations you observed on video and found most effective.

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 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.

Distance Learning and Extended Campus Library Services
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.

The Gallucci-Cirio Library at FSU 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 a 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.

Schedule of Readings and Assignments

Unit 1 (July 6-10): Telling Stories

Reading Assignments:
- Unit 1 Overview
- "How to Tell a Story" by Daniel McDermon
- *The Art of Public Speaking* Chapters 1, 2, 4, 13, 19

Videos to Watch:
- Ophira Eisenberg: "The Accident"
- Linda Gregory
- Ali Al Abdullatif
- Merlixse Ventura: "White Coats and Red Wigs"
- Shannon Cason: "It's Like Borrowing"

Due by Wednesday July 8: Analysis Paper #1

Due by Friday July 10: Introductory Speech

Unit 2 (July 11-21): Informational Speech

Reading Assignments:
- Unit 2 Overview
- *The Art of Public Speaking* Chapters 5-9, 11, 14, 15

Videos to Watch:
- Alan Alda: "Knowing How to Tell a Good Story Is Like Having Mind Control"
- Armando Azua-Bustos: "The Most Martian Place on Earth"
- Jasdeep Saggar: "Hypoxia-activated Pro-drugs: A Novel Approach for Breast Cancer Treatment"
- Gah-Jone Won: "The Development of an Antibody-Drug Conjugate to Specifically Target and Soften the Crystalline Lens"
- Alissa Miller: "How the News Distorts Our Worldview"
- Carson Leach: "Bitcoin Presentation"

Due by Tuesday July 14: Analysis Paper #2

Due by Thursday July 16: Draft outline for your Informational Presentation

Due by Tuesday July 21: Informational Presentation

Unit 3 (July 22 – August 2): Persuasive Speech

Reading Assignments:
- Unit 3 Overview
- *The Art of Public Speaking* Chapters 10, 12, 16, 17

Videos to Watch:
- Wendy Troxel: "Why Schools Should Start Later For Teens"
- Marian Wright Edelman: Opening of "Child Poverty in America"
- Leonardo DiCaprio: Remarks at the Signature Ceremony for the Paris Agreement
- Brett Hennig: "What If We Replaced Politicians With Randomly Selected People?"
- Barack Obama: "Rehabilitation and Reintegration of Formerly Incarcerated Individuals"

Due by Thursday July 23: Reflection Paper #1

Due by Sunday July 26: Analysis Paper #3

Due by Tuesday July 28: Draft outline for your Persuasive Speech

Due by Sunday August 2: Persuasive Speech

Unit 4 (August 3-7): Ceremonial Speech

Reading Assignments:
- Unit 4 Overview
- *The Art of Public Speaking* pp. 350-354 ("Commemorative Speeches")
- Pericles: Funeral Oration
- Abraham Lincoln: Gettysburg Address
- Interview with John Thelin

Videos to Watch:
- Ronald Reagan: Address on the *Challenger* Explosion
- Bill Clinton: Speech for Victims of the Oklahoma City Bombing
- Barbara Bush: Wellesley Commencement Speech
- Oprah Winfrey: Spelman Commencement Speech
- David Foster Wallace: Kenyon Commencement Speech

Due by Tuesday August 4: Reflection Paper #2

Due by Thursday August 6: Analysis Paper #4