COMM 103001
Public Speaking (3 academic credits)
Boston College Summer Session
Summer 2018 May 15 – June 21
Tuesday - Thursday 6:15 pm – 9:15 pm
Prof. Rita Rosenthal

Contact Information:
Email: rosenthr@bc.edu
Office Phone: 617-573-6906; Fax: 617-742-6982
Office Address: 483 St. Mary’s South
Office Hours: 5:00 to 6:00 Tuesday and Thursday

Boston College Mission Statement
Strengthened by more than a century and a half of dedication to academic excellence, Boston College commits itself to the highest standards of teaching and research in undergraduate, graduate and professional programs and to the pursuit of a just society through its own accomplishments, the work of its faculty and staff, and the achievements of its graduates. It seeks both to advance its place among the nation's finest universities and to bring to the company of its distinguished peers and to contemporary society the richness of the Catholic intellectual ideal of a mutually illuminating relationship between religious faith and free intellectual inquiry.

Boston College draws inspiration for its academic societal mission from its distinctive religious tradition. As a Catholic and Jesuit university, it is rooted in a world view that encounters God in all creation and through all human activity, especially in the search for truth in every discipline, in the desire to learn, and in the call to live justly together. In this spirit, the University regards the contribution of different religious traditions and value systems as essential to the fullness of its intellectual life and to the continuous development of its distinctive intellectual heritage.

Course Description:

ADCO 103001 Public Speaking: While introducing the theory, composition, delivery, and criticism of speeches, this course attends to form key communication elements: message, speaker, audience, and occasion. Explores various modes and varieties of speaking. This is a performance course.

About the Course/Course Objectives

This is an introductory course in Public Speaking. We will study the basic elements of strategic speechmaking: research, development of content, audience analysis, ethics, organization, style and delivery.

The objectives of this course are (1) to enable you to improve upon your ability to present a speech to an audience; (2) to enable you to develop your capacities for critical thinking;
(3) to demonstrate the skill to give presentations across cultural settings and to learn the impact of culture, gender, and age in audience analysis; (4) to demonstrate an ethical approach to public speaking in your use of evidence, persuasive strategies and treatment of your audience. Your achievement of these objectives is directly dependent upon your effort during the course.

**Text:** Practically Speaking 2nd edition by J. Dan Rothwell

**Attendance/Class Procedures**

This course meets two evenings per week for 6 weeks. Thus, missing one class is the equivalent of missing a week of typical daytime, full semester classes. You are allowed one unexcused absence. In addition, you are allowed one excused absence, for a total of two absences during the course of the semester. Your final grade in the course will be penalized one-third of a letter grade for each additional absence, up to a total of 5 total absences. If you miss more than 5 classes you will fail this course. Examples of excused absences include documented illness, work-related situations, family emergencies and university commitments (athletes and other students in this category should provide me with the appropriate forms). If there are medical situations that will result in additional absences from class I will deal with those situations on an individual basis.

Do not miss class on the day that you are assigned to speak. If you have an excused absence on the day you are assigned to speak you will be allowed to make up the work on the evening designated for makeup speeches, without penalty. You are allowed to make-up one speech that you have missed. If there are ongoing extenuating circumstances please talk to me about them in advance so that these may be taken into consideration for scheduling speeches, etc.

The makeup date for all missed speeches will be the time scheduled for our final exam. If you are not able to speak on that day you will receive a grade of incomplete for the course or a grade of “F” on the missed speech, depending upon the reason (or lack thereof) for your absence.

Note: Speeches in this course are the equivalent of examinations in other courses. You should prepare for a speech thoroughly, just as you would prepare for an exam.

Attending class is an important component of learning. You are expected to attend all class sessions. When circumstances prevent you from attending class, you are responsible for contacting me before the class meets. If you miss class you are still expected to complete all assignments and meet all deadlines. In certain circumstances, I may decide to provide you with makeup work for missed classes. If circumstances necessitate the excessive absence from class, you should consider withdrawing from the course.

Consistent with our commitment of creating an academic community that is respectful of and welcoming to persons of differing backgrounds, we believe that every reasonable effort should be made to allow members of the university community to observe their
religious holidays without jeopardizing the fulfillment of their academic obligations. It is the responsibility of students to review course syllabi as soon as they are distributed and to consult the faculty member promptly regarding any possible conflicts with observed religious holidays. If asked, the student should provide accurate information about the obligations entailed in the observance of that particular holiday. However, it is the responsibility of the student to complete any and all class requirements for days that are missed due to conflicts due to religious holidays.

Plagiarism, Scholarship and Academic Integrity

Plagiarism is the use of material in a paper or a presentation without proper attribution to the source of that material. If you are caught plagiarizing you will automatically fail this course. Students in Woods College courses must produce original work and cite references appropriately. Failure to cite references is plagiarism. Scholastic dishonesty includes, but is not necessarily limited to, plagiarism, fabrication, facilitating academic dishonesty, cheating on examinations or assignments, and submitting the same paper or substantially similar papers to meet the requirements of more than one course without seeking permission of all instructors concerned. Scholastic misconduct may also involve, but is not necessarily limited to, acts that violate the rights of other students, such as depriving another student of course materials or interfering with another student’s work.

Please see the BC policy on academic integrity for more information.

Assignments

Your final grade in this course will be determined in the following manner:

- Demonstration-Informative Speech: 100
- Position Speech: 110
- Evaluative Persuasive Speech: 115
- Problem Solving Persuasive Speech: 140
- Class Participation: 75
- Quiz: 60
- Speech Evaluation: 100

Course Assignment:

**Demonstration Informative Speech:** This is a combination of two types of informative speeches. One part of the speech is a demonstration of a process that the speaker is explaining while another part of the speech is to inform the audience of the history, meaning or impact of that event or process. Speakers will need to incorporate visual aid and two expert sources in the speech and the time limit for the speech is 5 to 7 minutes.

**Position Speech:** The purpose of this speech is to develop logical reasoning concerning a current event. Students will be expected to logically inform their audience of one side or
both sides of a controversial issue. Evidence from three expert sources will be included in the speech in order to support the claims concerning the issue, and the time limit for the speech is 5 to 7 minutes.

**Evaluative Persuasive Speech:** The first persuasive speech delivered in the class is aimed at persuading the audience to agree to a value you feel is important. This is not a problem solving speech; it is a speech that allows the speaker to persuade the audience about his or her ideals. The speech has a time limit of 4 to 7 minutes and should include material from two outside sources. After the speech, speakers will be expected to answer topic specific questions from the audience.

**Problem Solving Speech Evaluation:** The objective of this speech is to persuade the audience that a problem exists and that the solution(s) given will help to solve the problem. The speech has a time limit of 7 to 9 minutes and at least four expert sources must be used in the speech. After the speech, speakers will be expected to answer topic specific questions from the audience.

**Class Participation:** This grade is determined by your active participation in class; *being in class without contributing is not considered participation*. Students who are in class daily but do not speak will receive no more than 48 points – a B-. Students are expected to listen and respond to other students’ speeches. Students who use the computer or study for a quiz or exam or text message while a student is speaking will receive 0 points in this category. If you need to check e-mail, view Internet material or play a computer game you may do so before or after class if time permits.

**Quiz:** There will be one quiz given in the class that will consist of objective as well as short-answer questions covering textbook and lecture material.

**Speech Evaluation:** The final exam portion of the course will be an analysis of a public speech. A list of 4 speeches that can be found on “Youtube” will be listed from which a student can select one speech to analyze. Students will write a paper examining the ethos, pathos, logos, organization, evidence and delivery of the speaker. The paper has a maximum limit of eight pages using double spacing and a 12 font with regular margins.

**Assignments on Canvas:** In order to reduce paper use, all assignments will be on Canvas not on handouts distributed in class.

---

**Course Rules**

1. Please turn your cellphones off when in our classroom.
2. Common courtesy dictates that we all pay attention to the speaker. Use of laptops, cellphones, ipads, etc. during speeches is prohibited. You may use media to take notes in class and as support for your speeches.
3. If you come to class late on a “speech day”, please wait outside the door until the student speaking has finished her/his speech. You will know this when you hear the applause.

**Note:** According to federal government guidelines, in addition to classroom instruction, you are required to work 8 hours per week on assignments outside of class.

**Tentative Course Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 15</td>
<td>Class Introduction and How to Give an Informative Speech</td>
</tr>
<tr>
<td>May 17</td>
<td>Using Evidence in a Logical Manner</td>
</tr>
<tr>
<td>May 22</td>
<td><strong>Demonstration Informative Speech</strong></td>
</tr>
<tr>
<td>May 24</td>
<td>Listening, Ethics of Public Speaking Analyzing Speeches</td>
</tr>
<tr>
<td>May 29</td>
<td><strong>Position Speech</strong></td>
</tr>
<tr>
<td>May 31</td>
<td>Theory and Practice of Persuasive Speaking</td>
</tr>
<tr>
<td>June 5</td>
<td><strong>Speech Analysis Due</strong></td>
</tr>
<tr>
<td>June 7</td>
<td><strong>Evaluative Persuasive Speeches</strong></td>
</tr>
<tr>
<td>June 12</td>
<td>How to present a Problem Solving Speech</td>
</tr>
<tr>
<td>June 19</td>
<td><strong>Problem Solving Speeches</strong></td>
</tr>
<tr>
<td>June 21</td>
<td>Make-up speeches - Final</td>
</tr>
</tbody>
</table>

Material in **Bold** are days in which graded material is due.

**WCAS Grading System**

The undergraduate grading system consists of twelve categories: A (4.00), A- (3.67), excellent; B+ (3.33), B (3.00), B- (2.67), good; C+ (2.33), C (2.00), C- (.67), satisfactory; D+ (1.33), D (1.00), D- (.67), passing but unsatisfactory; F (.00), failure; I (.00), incomplete; F (.00), course dropped without notifying office; W (.00), official withdrawal from course. The graduate grading system is A (4.00), A- (3.67), Excellent; B+ (3.33), B (3.00), good; B- (2.67), C (2.00), passing but not for degree credit; F (.00), failure.

**Grade Reports.** All students can access final grades through Agora after the grading deadline each semester. Students who complete course evaluations can access grades earlier, as they are posted.

**Canvas**

Canvas is the Learning Management System (LMS) at Boston College, designed to help faculty and students share ideas, collaborate on assignments, discuss course readings and materials, submit assignments, and much more – all online. As a BC student, you should familiarize yourself with this important tool.
Accommodation and Accessibility

Boston College is committed to providing accommodations to students, faculty, staff and visitors with disabilities. Specific documentation from the appropriate office is required for students seeking accommodation in Woods College courses. Advanced notice and formal registration with the appropriate office is required to facilitate this process. There are two separate offices at BC that coordinate services for students with disabilities:

- The Connors Family Learning Center (CFLC) coordinates services for students with LD and ADHD
- The Disabilities Services Office (DSO) coordinates services for all other disabilities.

Find out more about BC’s commitment to accessibility as [www.bc.edu/sites/accessibility](http://www.bc.edu/sites/accessibility).