

**Advanced Public Speaking SPC 3602**  
**Tuesdays: 2:00 p.m. to 4:45 p.m.**

**Reference: 91083 Section: U13**  
**PC building, Room 439**

Communication Arts Department  
College of Architecture + The Arts  
Florida International University

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Office Hours: Tuesday/Thursday 10:00 a.m. to 12:00 p.m.  
Wednesdays 10:30 a.m. to 12 p.m.

#### Important Academic Dates

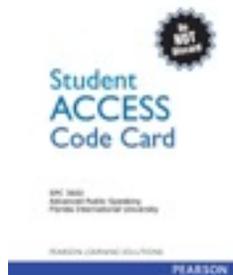
University Drop Date: Monday, November 2

Labor Day: Monday, September 7

Veteran's Day: Wednesday, November 11

Thanksgiving Holiday: Thursday, November 26-Saturday, November 28

Academic Calendar: <http://onestop.fiu.edu/academic-calendar>



#### REQUIRED TEXT

Presentations in Everyday Life, 3/E  
Engleberg & Daly ©2009 | Pearson | Published: 10/21/2008  
ISBN-13: 23187359  
COURSE ID: commarts90183

#### Note:

1. The textbook access code can be purchased from the FIU Bookstore or directly from the publisher via a link in Blackboard that will be available when classes begin.
2. DO NOT try to register the access code until you have access to the Blackboard shell for the course, where a unique registration link is available.

#### MyComLab Instructions:

To enroll in a typical course, a student needs to have a:

- Student access code, a valid credit card, or a PayPal account– Students get an access code with a new book purchase or by buying the code separately in a student access kit/ card at the campus bookstore. Students can also buy access to a course online with a credit card or PayPal account while they are enrolling.

The student access code is nontransferable and can be used only once.

To purchase course access online:

- Go to the MyLab and Mastering website and click Student in the Register area. Enter the Course ID provided by your instructor and click Continue. After verifying your course information, enter your username and password, and click Sign In. If you don't have a Pearson account, click Create an account. Complete the Create an Account page. Helpful hints display to guide you. Read and accept the license agreement. Click Create Account. Select the button for the access level you want. Select whether you want to pay with a credit card or use PayPal and enter payment information. Click Review to review your order details. If you need to change anything, click the Change link. Click Make Payment to submit your order. Click Go to Your Course to access your online course.

Register and Enroll in a New Subject:

- Go to the MyLab and Mastering website and click Student in the Register area. Enter the course ID you received from your instructor for your new course, and click Continue. Follow the instructions to either: Use a student access code, purchase access online, or request temporary access. To use a student access code: Go to the MyLab and Mastering website and click Student in the Register area. Enter the course ID provided by your instructor and click Continue. After verifying your course information, enter your username and password, and click Sign In. If you don't have a Pearson account, click Create an account. Complete the Create an Account page. Helpful hints display to guide you. Read and accept the license agreement. Click Create Account. Click Access Code and enter your six-word access code in the boxes. Click Finish to complete your registration. Click Go to Your Course to access your online course.

## COURSE DESCRIPTION

Throughout history people have used public speaking as a form of entertainment and debate. This course will take the basic principles of public speaking you learned in SPC 2608 (Introduction to Public Speaking) and apply them to more varied speeches. This is an advanced course that presumes introductory training in public speaking. Emphasis will be on real-world speaking situations. The course combines both theory and practice: it incorporates extensive speaking performance and individualized critiques from instructor and students, as well as analysis of advanced speaking models. The intent of the course is to advance students' ability to deliver polished and informed public speeches adapted to a wide range of audiences and speaking situations.

## COURSE OBJECTIVES

Upon completion of the course, you will be able to:

- Describe how to analyze an intended audience.
- Explain effective ways to research a speech topic.
- Construct a proper outline for a speech.
- Identify various types of speeches.
- Explain the role of audience analysis in creating a good speech. Explain ways to incorporate and develop appropriate visual aids.
- Describe techniques used to deliver an effective intro, body & conclusion.
- Prepare and deliver introduction, proposal, crisis, technical speeches, as well as, an audio narrated presentation.

- Demonstrate competence in describing, analyzing, and evaluating a speech by completing a written paper.

## COURSE CONTENT

Please read the weekly calendar carefully. You are fully responsible for completing the assignments by the assigned dates. This requires that you read ahead as some assignments may take you more time and research than others. This course will consist of the following assignments:

- Weekly Assignments: Each week you will have assignments based on readings, lectures, and class activities. However, we will be a paperless class. I have set up an online section for this class. You will complete your weekly assignments in Pearson. In addition, I will post the class handouts in Pearson as well. This will serve two purposes. The main purpose is to provide you with what you need if you miss a class. The secondary purpose is to give you more detail about what to expect before class. I will expect each of you to print out the agenda and handouts prior to class and bring them to class. Weekly Assignments are due on Sundays at 11:55 p.m.
- Discussions/Participation: Class participation is a very important part of the learning process in this course. You will be evaluated on the QUALITY of your contributions and insights. Quality comments possess one or more of the following properties:
  - o Offers a different and unique, but relevant, perspective;
  - o Contributes to moving the discussion and analysis forward;
  - o Builds on other comments;
  - o Transcends the “I feel” syndrome. That is, it includes some evidence, argumentation, or recognition of inherent tradeoffs. In other words, the comment demonstrates some reflective thinking.
- Exams: There will be 1 exam throughout the semester. They will be a combination of multiple choice and true/false. The exams will be timed. The exams will have 50 questions with each question being worth 2 points. The exam is worth 100 points. You will have 120 minutes to complete the exams.
- Proposal Speech: The thought of writing a proposal overwhelms many people, but the task does not have to be daunting. Proposals are written when people need to ask permission to make a purchase, do a project, or change a policy; the proposal is a formal way of putting forth an idea and asking for action to be taken on that idea. When writing a proposal, consider who will read the proposal and what that person may or may not already know about what you are proposing.
  - o Follow these steps when writing a proposal:
    1. State your purpose. Do this clearly and concisely so that the reader knows immediately why you are writing.
    2. Give some background information about why you are proposing your suggestion so that the reader has a better understanding of the problem.
    3. State a solution to the problem; this is where you give specifics about your suggestion.

4. Continue with any costs that will be involved.
5. Conclude by restating the problem and proposed solution.

Review pages 20-23 of your eBook about writing a speech of proposal.

Compose a 10 minute oral proposal to change the existing policy on the drinking age in the United States. Should there be one? Should it lower than 21? Should it be higher? Should beer and wine separate from hard liquor? You will send your speech outline to Turnitin.com.

- Technical Speech: For this assignment you will be giving a technical speech on one of the articles posted in Blackboard on Disney or Haier. You will choose one of the articles to read and then create a 7-9 minute presentation that summarizes the material using relevant information that includes graphs, statistics, etc. You do not need to use any other sources besides the single document given to you in Blackboard. Your speech will be 7-9 minutes in length and be submitted to media share located in MyComLab. You must create an outline for this speech to be submitted to Turnitin.com located in Blackboard. Be sure to create a complete outline, as this will have an influence on your grade for the assignment. Just because the topic is technical, it doesn't mean that it has to be boring. In all kinds of speeches, the listeners' interest and understanding should be the top priorities. Be sure to include specific statistics or figures when creating your technical speech. It is important to have the viewer be able to visualize what you are describing to them so they can understand it better. When tasked to speak in front of a non-technical audience, here are some tips you could use.

#### INSTRUCTOR EXPECTATIONS AND POLICIES

**Attendance:** You will be expected to attend every class session. Missing more than two classes may result in your failing the course. There will be no exceptions. Missing an exam will result in the loss of all points for that exam. An excused absence is defined as one that can be documented in writing and is due to a medical problem with the student or immediate family, death in the student's immediate family, or formal involvement in an officially recognized university sponsored event.

**Tardiness:** You will be expected to arrive at class on time. Tardiness is not acceptable and will result in a reduction of your grade. Two "lates" are equivalent of 1 absence and you are permitted 1 unexcused absence. Leaving class early is counted the same as a tardy. If you are tardy, notify the professor at the break or after class so the absence can be changed to a tardy.

**Assignments:** Writing assignments are due by the time deadline on Turnitin.com. All assignments must be your original work.

**Readings:** Read the assigned chapters before coming to class and be prepared to join in the class discussion and activities.

**Writing Assignments for a Grade:** All writing assignments must be on 8 ½ x 11" paper, double-spaced, using a 12 point font (Times Roman, Helvetica, or similar).

**Plagiarizing:** Plagiarizing is a serious academic offense. If you are caught plagiarizing an assignment, you will receive a 0 for the assignment and an official FIU written notice. Refer to the section on plagiarism in the FIU Student Handbook.

## ADDITIONAL RESOURCES

The FIU University Learning Center is available on both campuses to support you. They provide personalized attention tailored to your needs in a user-friendly environment that includes online support. You can get help writing a paper, reading more efficiently and increasing textbook comprehension, or even creating an individualized learning plan. The center is located in PC 247 (305-348-2180) on the main campus and at ACI 160 (305-919-5927) on the Biscayne Bay campus. Find them online at <https://ugrad.fiu.edu/cas/learning/index.html>

The Center for Excellence in Writing is available to assist you with your business writing skills. The Center is located in the Green Library, Room 125. (Biscayne Bay Campus - Library, 1st Floor). The website for the Center is [writingcenter.fiu.edu](http://writingcenter.fiu.edu)

The Communication Arts Studio offers students on both campuses instruction and coaching on delivering presentations, developing and giving the standard one-minute "elevator speech," and practicing job interview skills. The studio is open five days a week at MMC and BBC with both day and evening hours. Our experienced speech communications staff are eager to assist students with organizing ideas, speaking more confidently, improving body language, reducing anxiety, improving eye contact, and incorporating visual aids to create dynamic and focused presentations or prepare for any kind of public speaking. The contact information for the studio – located on both campuses – is below.

You will be required to visit the CommArts Studio at least once to prepare for your Proposal Speech. The contact information for the studio – located on both campuses – is:

Modesto Maidique Campus: VH 230 Phone: 305-348-0069

Biscayne Bay Campus: 305-919-4140 HL-150

Website and Appointment Link: [communicate.fiu.edu](http://communicate.fiu.edu)

## CODE OF ACADEMIC INTEGRITY

Introduction This Code of Academic Integrity was adopted by the Student Government Association on November 28, 2001 and reflects the values articulated in the Student Code of Standards. Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas, and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of Florida International University.

Pledge  
As a student of this university:

- I will be honest in my academic endeavors.
- I will not represent someone else's work as my own.
- I will not cheat, nor will I aid in another's cheating.

All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook.

SOURCE: <http://undergrad.fiu.edu/academic-misconduct/pdfs/code-of-academic-integrity.pdf>

For more information, visit:

<http://undergrad.fiu.edu/academic-misconduct/pdfs/undergraduate-academic-misconduct-final.pdf>

### PLAGIARISM

All written assignments must be submitted through the Turnitin.com database by the posted deadline. Assignments submitted by any other means or after the deadline will not be accepted and evaluated without proper supporting documentation. Students will access Turnitin.com through their Learning Management System (LMS) by uploading their paper to the given assignment dropbox/submission link. After submitting, the report will be made available for review. For help with Turnitin.com visit [http://api.turnitin.com/en\\_us/support/help-center](http://api.turnitin.com/en_us/support/help-center)

### FIU'S STUDENT CODE OF STANDARDS

A University is a learning community following a tradition more than 1,000 years old. Florida International University is such a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas, and community service. As a member of this community:

- I will respect the tradition of academic inquiry, the University's rules of conduct, and its mission.
- I will respect the opinions and differences of all members of the FIU community.
- I will practice civility and demonstrate conduct that reflects the values of the institution.
- I will be diligent and honest in my personal and academic endeavors.

The FIU Student Handbook outlines the Student Code of Conduct regarding students with disruptive behavior. Website: [www.fiu.edu/~sccr/docs/disruptive\\_brochure.doc](http://www.fiu.edu/~sccr/docs/disruptive_brochure.doc)

### POLICY FOR ASSIGNING AN INCOMPLETE "I" GRADE

An incomplete grade is a temporary symbol given for work not completed because of serious interruption not caused by the student's own negligence. An incomplete must be made up as quickly as possible, no later than two consecutive semesters after the initial taking of the course or it will automatically default to an "F" or the grade that the student earned in the course. There is no extension of the two-semester deadline. The student must not register again for the course to make up the incomplete. Students who have incomplete grades on their records must remove the incomplete by the end of the fourth week of the term in which they plan to graduate. Failure to do so will result in a cancellation of graduation.

Incompletes are awarded only if the student has completed most of the course work. If a student misses a significant portion of the course work, he/she should drop the course. If the drop period has ended, the student may petition for a withdrawal—this requires the student to un-enroll in all of their courses for that semester.

Incompletes are not to be used because a student took on too many credits and they cannot complete everything that is now required of them. In such cases where the course instructor determines that it appropriate to award a student a grade of "I" (incomplete) official steps must be followed, which can be found on the CARTA website; <http://carta.fiu.edu/comm-arts/students/incomplete-policy-2/>

## DISABILITY CLAUSE

Students with disabilities, as defined by law, have the right to receive needed accommodations if their disabilities make it difficult to perform academic tasks in the usual way or in the allotted time frame. In order to receive accommodation, however, students with must register with the Disability Resource Center: GC 190, Phone: (305) 348-3532, TTY: (305) 348-3852, Email: [drcupgl@fiu.edu](mailto:drcupgl@fiu.edu)

## SEXUAL HARASSMENT POLICY

Please refer to the University Policy on Sexual Harassment:  
[http://hr.fiu.edu/index.php?name=sexual\\_harassment](http://hr.fiu.edu/index.php?name=sexual_harassment)

## RELIGIOUS HOLIDAY POLICY

The University's policy on religious holydays as stated in the University Catalog and Student Handbook will be followed in this class. Any student may request to be excused from class to observe a religious holyday of his or her faith.

## GRADING

ASSIGNMENT	POINTS	PERCENTAGE
Homework Assignments (4 assignments)	100	10%
Case Study	100	5%
Class Participation	100	5%
Proposal Speech	100	15%
Technical Speech	100	15%
Midterm Exam	100	25%
Final Exam	100	25%
<b>TOTAL</b>	<b>700</b>	<b>100%</b>

## EVALUATION

A	94 - 100%	B-	80 - 83%	D+	67 - 69%
A-	90 - 93%	C+	77 - 79%	D	64 - 66%
B+	87 - 89%	C	74 - 76%	D-	60 - 63%
B	84 - 86%	C-	70 - 73%	F	<60%

## Course Calendar (Subject to change)

	<b>Content Focus</b>
August 25	Course Introductions  Part One: Basics
September 1	Part Two: Preparing
September 8	Due: Homework Assignment 1 (submitted via TurnItIn)
September 15	Part Three: Researching and Organizing
September 22	Due: Homework Assignment 2 (submitted via TurnItIn)
September 29	Part Four: Engaging your Audience
October 6	Critical Thinking Assignment (In-Class)
October 13	Part Five: Applying
October 20	Due: Homework Assignment 3 (submitted via TurnItIn)
October 27	Midterm Exam 50 questions on Chapters 1- 7
November 3	Presentations: Proposal
November 10	Presentations: Proposal
November 17	Due: Homework Assignment 4 (submitted via TurnItIn)
November 24	Presentations: Technical

December 1	Presentations: Technical Final Exam Review
Final Exam Week December 6 through December 12	Final Exam 50 questions on Chapters 8-17

