

Effective Speech: 121-005

Summer 2009; MTWThF 09:00am – 11:50am Grace E. Harris Hall 2115

Instructor – Thomas L. Cunningham
Office Hours – By Appointment

E-mail – cunnighamt@vcu.edu
Office – SSP 202

Required Texts

- The Art of Public Speaking 10th Edition, Stephen E. Lucas.
Available at VCU Bookstore

Course Objectives

Over the next three weeks we will explore the tools, tricks, and tactics that go into effective public speaking. You will be evaluated based on your personal improvement. You will never be compared to your classmates. The purpose of this course is not to arbitrate who is a good speaker or a bad speaker. Rather, the purpose is to empower you with the ability to make your voice heard—free of trepidation and doubt. Some of the topics we will explore are:

- Extemporaneous speaking
- Critical listening and analysis
- Informative, Persuasive, Group, and Special Event speaking styles
- Successful patterns of organizing thoughts
- Expansion of pitch, tone, and range to enliven speech
- Physical gesture and body language

Grading

Your grade will be based on a combination of your written work, in-class participation, individual growth, and your speeches. In addition to these three major areas, your attendance, punctuality, and ability to focus on the work will also be considered!

Your final grade will be based on a **1200 point** total:

Participation	200 points
Personal Improvement	
Attendance/Engagement	
Written Work	500 points
Reading Quizzes	100 points
Speech Outlines	3 totaling 150 points
Speech Critiques	3 totaling 150 points
Personal Response	100 points
Speeches	500 points
Group Speech	50 points
Informative Speech	150 points
Persuasive Speech	150 points
Special Occasion Speech	100 points
Awards Speech	50 points

Grading Scale

Written responses and evaluations will be graded on a Check (-), Check, Check (+) scale as I will be evaluating the content of your discourse rather than seeking out specific point values to dock or award. For our purposes assume that a Check (+) is an exceptional job well done, and that a Check (-) is minimal credit. No check at all warrants seeing me. Altogether, your work will be considered on VCU's grading scale:

A	100-90%
B	89-80%
C	79-70%
D	69-60%
F	59% and Below

Written Work

All written assignments will be type-written in a 12 – 14 point font face, double-spaced, and printed in black ink. Double-sided printing is fine! Multiple pages per sheet is *not* fine! Please format all outlines with proper indentation and numbering! I must receive hard-copies of all written assignments.

About Speech Critiques: Speech critiques are not useful if they consist solely of gross generalization or polite praise. These critiques are your chance to grapple with your classmates' work! Be specific in your observations and cite examples. Always seek to answer the questions "why" and "how." Why was something effective? Why didn't a certain tactic work? How can a problem be resolved? How can you apply something you saw in your classmates' speech to your own work?

Spoken Work

Each time you speak is an opportunity. It is a chance to learn something new about your fears, your thought processes, and your strengths. Over the next three weeks I expect you to take advantage of each of these opportunities to increase your confidence and improve your mastery over public speech. Each speech will be weighted with consideration toward topics we have already covered in class.

About individual speaking assignments: You will always be graded based on your individual improvement and growth. If you struggle with one part of a particular speech then I expect to see effort toward overcoming that struggle in your next speech! Likewise an A on your first speech does not guarantee an A on your second speech! Even if you are doing well I expect to see a deliberate effort in cultivating your strengths and improving upon your existing talent!

About extemporaneous speeches: Sometimes I will ask you to get up and start talking. There's no better way to learn how to speak than by doing it! These short and impromptu speeches will be discussed and critiqued in-class and will figure into your participation grade as well as your personal improvement grade. Do not forget to incorporate the lessons you learn from these short speeches into your longer assignments!

Professionalism

We will spend a lot of time discussing one another's work. As you discuss the why's and how's of your classmates work please remember to be courteous and respectful. I roundly encourage strong criticism--where it is warranted--and detailed dissection of any performance.

However, I expect you will all remain mindful of each other's feelings and respectful of each other's points of view.

In the same vein, I encourage you all to explore controversial or taboo topics during this semester. I remind you all that we will be critiquing the effectiveness of the speeches delivered, not their content. It is alright to disagree with a speeches' position yet still recognize it as a compelling piece! Likewise it is alright to embrace a topic whole-heartedly yet criticize its delivery!

Attendance

You are allowed a total of one (1) unexplained absence. Our time together is brief, and we must make the most of it! Each additional absence will result in the loss of a **full letter grade**. Two tardies (arriving after attendance has been taken) qualify as one (1) absence. If you arrive at class more than 20 minutes late you are absent. If you leave class early without being excused you are absent. As with any performance-oriented course, your work in this class is tied directly to your attendance and punctuality! To put it simply: the most important part is showing up. A gentle reminder: *you* are responsible for all missed work due to absence.

Please notify me via e-mail (cuninghamt@vcu.edu –note the misspelling of my name, that is intentional!) the moment you are aware of an upcoming absence.

Disabilities

If you have any visual, auditory, ambulatory, or learning disability it is your responsibility to inform me so that I can try to accommodate your needs! See The VCU Resource Guide for details.

Religious Observances

In accordance with University policy, if you want to observe a religious holiday of special importance you must provide advance written notification by the end of the second day of class so that I can accommodate your needs.

Honor Policy

Please visit the VCU website or see the VCU Handbook to review the official university honor policy. One university ruling you need be especially aware of: **The University requires that cell phones and beepers must be turned off while you are in the classroom.**

VCU Alert and Campus Security

1. Sign up to receive VCU text messaging alerts [<http://www.vcu.edu/alert/notify>]. Keep your information up-to-date.
2. Know the safe evacuation route from each of your classrooms. Emergency evacuation routes are posted in on-campus classrooms.
3. Listen for and follow instructions from VCU or other designated authorities.
4. Know where to go for additional emergency information [<http://www.vcu.edu/alert>].

Know the emergency phone number for the VCU Police: 804-828-1234. Report suspicious activities and objects.

Date	What are we doing?	What did I read?	What is due?
WEEK 1 20-July	Discuss the Syllabus Extemporaneous #1 Divide into Groups Lecture: Public Speaking		
21-July	Topic Selection Organization	Chapter 8, 9, 10	
22-July	Delivery Listening Speaking in a Group	Chapter 11, 12 Skim Chapter 13	
23-July	GROUP SPEECH Discuss: Group Speech		Speech Speech Outline
24-July	Informative Speaking Body Language	Chapter 14	Critique #1: Group
WEEK 2 27-July	Audience Analysis TBA	Chapter 5	
28-July	INFORMATIVE SPEECH		Speech Speech Outline
29-July	Discuss: Informative Speech Persuasive Speech	Chapter 15, 16	Critique #2: Inform
30-July	Language Day!!!	Catch Up!	
31-July	PERSUASIVE SPEECH		Speech Speech Outline
WEEK 3 03-Aug	Discuss: Persuasive Speech Special Occasions	Chapter 17	Critique #3: Persuade
04-Aug	TBA		
05-Aug	TBA		
06-Aug	SPECIAL OCC SPEECH		Speech Speech Outline
07-Aug	AWARDS SPEECH Awards Day Festivities		Speech Awards Presentation Personal Response