



TRUE BLUE CORE

COMM 2200 – Audience-Centered Communication SAMPLE SYLLABUS

Instructor Information:

[SAMPLE]

Course Information:

Course Description:

Audience-Centered Communication (COMM 2200) is an introductory course focused on the theory and practice of public speaking. This class is designed to develop competencies involving (a) critical thinking in researching and developing oral presentations; (b) ethical and effective decision making in the selection, presentation, and attribution of ideas, arguments, and supporting materials; and (c) evaluation of presentations through critical listening. Some of the additional skills that you will learn include how to engage in audience analysis, choose an appropriate topic, and effectively utilize evidence. Students will be required to deliver several presentations. A major goal of this course is to provide a comfortable setting in which you can learn and develop non-written communication.

True Blue Core foundational skill – Non-Written Communication: Non-written communication is the development and expression of ideas through oral, embodied, or other mediated formats. It is designed to increase knowledge, to foster understanding, or to promote change in the audiences' attitudes, values, beliefs, or behaviors.

True Blue Core Outcome: Students will communicate effectively through oral, embodied, or other mediated formats, considering organization, language (or other forms of expression), delivery, supporting material, a cogent central message, and audience.

Course Materials and General Course Information:

Textbook: Lucas, S. E. (2019). *The art of public speaking*. (13th ed.). Boston: McGraw Hill.

Student Learning Objectives:

Students will be able to: distill a primary purpose into a single statement that is appropriate to the topic, audience, and occasion; order main points in an appropriate, reasonable and convincing manner; develop their ideas using rhetorical patterns that are appropriate to the topic, audience and the occasion (e.g., narration, example, comparison/contrast, classification, cause/effect); employ appropriate language, grammar, and mechanics that are appropriate to the topic, the audience and the occasion; manage and coordinate basic information gathered from multiple sources; uses vocal variety in rate, pitch, and intensity in order to heighten and maintain interest appropriate to the

audience and occasion; and use nonverbal behaviors that support the verbal message as a direct result of the successful completion of this course.

Assignments:

Introductory Speech: Students are to present a 2-3 minute speech introducing yourself to the class. It will be in this speech that you will need to provide basic information such as your name, your hometown, major, personal interests, hobbies, aspirations, and the like. Your introductory speech should be entertaining, educational, and class appropriate. Feel free to use a visual aid. Try to make the speech more than a routine recitation of biographical data. Be creative in your presentation!

Informative Speech: Students will deliver a 6-8 minute informative speech on a current, controversial topic of state, regional, national, or international importance. The topic should be one about which the class needs to be informed. The speech should present a balanced (i.e., unbiased) presentation of both sides of the topic. In essence, the main goal of this speech is to share novel information about your topic with your audience. A concise list of potential topics areas will be submitted to the instructor before your presentation. The teacher will then select one of the potential topic areas for the student to present. A minimum of six (6) credible sources should be orally cited in this presentation. In addition, a reference page that identifies your citations should also be physically submitted in class. This document should accompany your completed preparation outline.

Persuasive Speech: A 6-8 minute speech in which you take a position on a current, controversial topic of state, regional, national, or international importance. The topic should be relevant to the audience at hand. Keep in mind that all speech topics need to be approved by your instructor beforehand. A minimum of six (6) sources are required and should be orally referenced in your speech. Your goal for this speech is to persuade your audience to adopt your perspective on the issue. You must convince them to see the issue as you see it, to evaluate it as you evaluate it, and/or respond to it as you respond to it. In order to achieve this goal, you must prepare a presentation that will help your audience to identify themselves with you and to see you as well informed, trustworthy, dynamic, and approachable.

Final Group Speech: Students are to present in small groups a 30-35 minute persuasive presentation that is structured as an infomercial. This persuasive presentation should clearly execute the five steps of 1) attention, 2) need, 3) satisfaction, 4) visualization, and 5) action. Seven (7) different sources should be orally cited in this speech. As one might suspect, a complete preparation outline is necessary for this presentation. The final group speech will require meeting with your fellow group members outside of our normal class meeting time. If a person in your group drops the class, you are still required to fulfill and present within the 30-35 minute presentation timeframe. Creativity is very important in this presentation! That noted, make sure your creativity is appropriate for class. It is permissible to pre-record some segments of your presentation beforehand. However, remember to have a back-up plan in place just in case the office technology is not working for that particular day. Please let me know if you have additional questions as I am happy to help!

Exams: There will be two exams throughout the course of this semester. Exams will be made up of multiple choice, matching, true-false, and/or essay questions. You will receive a study guide or have an in-class review session for each exam.

Outlines: A formal outline (see pages 203-205 of your text) must be turned in with your informative, persuasive, and your final group speech. This document should clearly label the introduction, body, and conclusion elements of her/his speech. Students should also highlight their attention-getter, topical statement, credibility statement, preview points, main points, and summary statement. The

specific purpose statement and the central idea should be identified at the top of your document. Additionally, you are to attach a bibliography of sources (in APA format) to your outline. As alluded to previously, a minimum of six (6) sources should be cited. The assignment should be 4-5 pages (not including the bibliography) and be completed in Times New Roman 12-point font with 1-inch margins. The outline should feature complete sentences and accurate spelling. Your outline is late if you do not physically bring it with you to class on the due date. The outline should be stapled.

Participation: Participation is vital in this course because students will learn from their peers, various classroom activities, and from class lectures. This portion of your grade will be comprised of semester attendance (50 points), general participation in class (25 points), and your introductory speech (25 points). The instructor will deduct 25 points from your semester attendance/participation course grade if you are verbally told in class by name to put your cell phone away on two or more occasions. You will learn more in this class if you and your classmates are engaged and willing to participate.

Grading:

Grades are determined on a straight percentage scale based on the number of points earned out of a maximum of 1,000 points. There will be no rounding or curving of grades. Please find a further breakdown of scoring on the following page:

Assignment	Maximum Points Possible	My Points
Exam One	200	
Informative Speech	200	
Persuasive Speech	200	
Group Infomercial Speech	200	
Final Exam	100	
Attendance/Intro Speech/Participation	100	
TOTAL COURSE POINTS	1,000	

The following percentage scale will be used to determine your final letter grade:

A	=	90%-100%	(900-1,000)
B+	=	87%-89.9%	(870-899)
B	=	80%-86%	(800-869)
C+	=	77%-79.9%	(770-799)
C	=	70%-76%	(700-769)
D+	=	67%-69.9%	(670-699)
D	=	60%-66%	(600-669)
F	=	below 60%	(0- 599)

Course Policies:

Attendance: Your attendance is very important because every speaker needs an audience. You are allowed 3 absences throughout the semester. You will be awarded 50 points towards the attendance/participation part of your final course grade if you miss 3 classes or less throughout this semester. You will receive 0 points for attendance/participation if you miss 4 classes or more. An

absence will be counted as excused only if formal written documentation (not an e-mail) is provided at the next class session that the student is available to attend.

An attendance sheet will be circulated at each class session. Be sure to sign the attendance sheet every day. It is your responsibility to sign the attendance sheet. If you are more than 5 minutes late or if you leave at least 5 minutes early, you will be counted as absent. Please contact me promptly in the case of extreme documented situations. *Please note: If you are absent on the day you are scheduled to present, you will receive a zero for that speech.* No excuses.

The university considers participation in military duties as an excused absence. Notice of absence for service must be provided by the student/service member or an appropriate officer of the Armed Forces as soon as it is known that military orders are forthcoming for service. Notice must be provided to the Veterans Affairs Office which will notify the student's/service member's instructors. The notice must be written unless such notice is precluded by military necessity. Affected students should contact the Veterans Affairs Coordinator with questions regarding excused absences necessitated by military orders. Excessive absences of students who are veterans of the armed services, and who receive benefits by virtue of their service, must be reported to the Veterans Affairs Coordinator.

Deadlines: Deadlines are listed in your schedule. Assignments must be physically turned in at the beginning of class on the day they are due. Assignments turned in after that are considered late. No assignments will be accepted two days beyond the due date. In addition, no make-ups will be allowed except for extreme documented situations. *The electronic submissions of assignments are NOT allowed. You should NOT e-mail the professor any of your work.*

Classroom Civility: Please avoid disruptive behavior that makes it difficult to accomplish our mutual objectives. Respectful behavior is expected in the classroom. *Turn off your cell phone before you enter the classroom.* Text messaging, surfing the internet, and other disruptive behaviors are not allowed. Students who disrupt the class will be asked to leave for the remainder of the class period and will be required to meet with me before attending a subsequent class. It is imperative that you arrive to class on time especially on days when your classmates are presenting. If you are late, please wait outside until your fellow student completes her/his presentation.

Technology: Some of your presentations could be dependent on classroom technology. For example, you may want to use PowerPoint or a video in your group speech. If any form of technology is necessary for your speech and it fails to work, it is your responsibility to make sure you have a working back up plan. If you are not prepared with a back-up, you will receive a zero. There are many ways to have a prepared back up plan that we will discuss in class. Also, if you need any AV equipment, it is your responsibility to inform me at least 2 class periods prior to your speech day.

Readings should be completed on the day they are assigned on the course schedule. Any material that appears in the assigned reading chapter is fair game in terms of being a possible exam question. Some lecture material outside of the course textbook will be incorporated into this class. The instructor will inform students in advance of material that is not discussed in your course textbook.

Written Work is not acceptable. It should be typed. Specifically, you must type your potential topic areas assignment as well as your presentation outlines. Failure to type any portion of the assignment will result in a 20% point reduction off of the entire point value for that particular assignment.

Withdrawal Policies: Full details and dates on drop and withdrawal policies are provided by the University College Advising Center at the following website: <http://www.mtsu.edu/withdraw/>

Late Work: Outlines that are submitted after the due date will incur a 20% point deduction from that particular speech grade. Period. Outlines are due at the beginning of class (and not at any point of time afterwards). No late speeches on a scheduled speaking day will occur unless documentation is provided that day. You will receive a zero on your speech if your name is called during class and you are not present at that exact moment to give your speech. Showing up later in the class session after your name is called does not get you a make-up speech. It is your responsibility to be in class at the time your name is called to give your speech. No make-up tests will occur without appropriate documentation. The absolute last date that written documentation of an excused absence (not an email) can be provided is at the next class session that a student attends after missing a class. Potential topic areas that are turned in late will incur a 20% deduction from that particular speech grade. In short, anything you submit late will incur a 20% penalty.

Academic Integrity: University regulations concerning academic integrity (e.g., cheating, plagiarism, etc.) are firmly enforced. Plagiarism is a serious academic offense. Using the words and ideas of others is borrowing something from those individuals. Borrowing more than 5 consecutive words verbatim from another source is considered plagiarism. Paraphrase the work of the supporting materials which you state in your speech and place in your outline. Copy and pasting from a different source and placing it in your outline is considered plagiarism regardless of whether you have quotations marks around it or not. It is always necessary to identify the original source of supporting information. You must cite the source of any material, quoted or paraphrased, used in all of your presentations. Proper documentation requires a bibliography of any outside texts you have consulted including both traditional sources and on-line sources. Be careful to document sources within your presentation outline, bibliography, and orally during your presentation. Merely restating another individual's ideas in different words does not make the ideas your own. Serious infractions of these rules will result in a failing grade in this course. Only use academic journal and academic book sources for your supporting materials. Avoid online sources. Turnitin.com and other plagiarism resources will be used to check the originality of your work.

It is your responsibility to familiarize yourself with the student handbook where a formal statement of academic misconduct is discussed. Along this line, the MTSU Judicial Affairs and Mediation Services department suggests that academic misconduct includes the following: “(1) Plagiarism. The adoption or reproduction of ideas, words, statements, images, or works of another person as one's own without proper acknowledgment. (2) Cheating. Using or attempting to use unauthorized materials, information, or study aids in any academic exercise. The term academic exercise includes all forms of work submitted for credit or hours. (3) Fabrication. Unauthorized falsification or invention of any information or citation in an academic exercise. (4) Facilitation. Helping or attempting to help another to violate a provision of the institutional code of academic misconduct.” Any student suspected of violating the academic misconduct policy will meet with me to discuss the situation. Depending on that meeting, your name may be forwarded to the Office of Judicial Affairs and Mediation Services for disciplinary action. If you are found responsible of committing an act of academic misconduct, you will receive a grade of “0” for that assignment, potentially be dismissed from the class, and/or receive an “F” for the semester. Some of the outlines that you complete this semester you may be asked to submit to a dropbox in D2L. The D2L dropbox will check the originality of your document. It will show me if your work has been plagiarized. Do not cheat.

Emergency Situations: MTSU police expect students, faculty, and staff to be: (1) Watchful and aware of your environment and of one another. (2) Call the police to report suspicious behavior. (3) Respond immediately to official notices, requests, commands and alarms. (4) In a crisis situation, remain as calm as possible. (5) In a situation of violence, fire, chemical hazard, or severe weather, escape the threat. (6) Find a way to get away from the danger. (7) Use good judgment. (8) In a

situation with a threat nearby, hide in place, or if possible, move to another location. (9) When there is an opportunity, call the police. To reach Public Safety on a campus phone, call 911 or 898-2424. Emergency Situations are fluid in nature; therefore, you must adjust your thinking to fit the crisis. Focus on preserving life by doing whatever is necessary at the time.

Assistance with Advising/ the Academic Success Programs: Please feel free to contact an advisor at the University College Advising center, located in the McFarland Building. Regular office hours are 7:30am to 5:30pm Monday through Friday. For more information call the center (898-2339) and/or checkout their website: <http://www.mtsu.edu/advising/index.php>

Classroom Designated Shelter: Please report to the KOM basement corridor.

Inclement Weather: Faculty and students will follow MTSU policy regarding inclement weather (see MTSU Homepage).

Students with Disabilities:

Disabilities: Please talk to me as soon as possible if you have a disability that will impair your ability to participate in this class. I will be happy to meet with you during office hours to discuss how we can work together to accommodate your needs! It should be noted that “ADA accommodation requests (temporary or permanent) are determined only by the Disability & Access Center (DAC). Students are responsible for contacting the DAC at 615-898-2783 to obtain ADA accommodations and for providing the instructor with the Accommodation Letter from DSS.” (www.mtsu.edu/dssemail/) If a student has a disability that qualifies under the Americans with Disabilities Act (ADA) and requires accommodations, he/she may also contact the Disability & Access Center for data on appropriate policies and procedures.

Reasonable Accommodations for Students with Disabilities: Middle Tennessee State University is committed to campus access in accordance with Title II of the Americans with Disabilities Act and Section 504 of the Vocational Rehabilitation Act of 1973. Any student interested in reasonable accommodations can consult the [Disability & Access Center \(DAC\) website](#) and/or contact the DAC for assistance at 615-898-2783 or dacemail@mtsu.edu. Additional information can be obtained via contacting DAC at the address below:

Middle Tennessee State University
Disability & Access Center
Keathley University Center #107
P.O. Box 7
Murfreesboro, TN 37132
Telephone: 615-898-2783
Email: dacemail@mtsu.edu

Additional Campus Resources:

1. MTSU University Writing Center: <http://www.mtsu.edu/uwc/>
2. MTSU Library home page: <http://library.mtsu.edu/> (The MTSU library may be accessed 24/7 via a computer, both on and off campus).
3. Online Research Guide for Classes: http://library.mtsu.edu/libdata/page.phtml?page_id=488

(This site is specifically designed for COMM 2200 students and provides resources to help you research your speeches and cite your sources properly).

4. MSTU Military Center: The goal of the center is to assist veterans in the transition from military duty to academic success at MTSU. <http://www.mtsu.edu/dssemail/>

5. MTSU Counseling and Testing Services: <http://www.mtsu.edu/countest/> Location: KUC 329. Phone: 898-2670. The Counseling Office offers free, personal and confidential counseling to MTSU students.

6. Reserve Copy of the text: A copy of the textbook is available of use in the library. Go to the Reserve Desk and request a copy of The Art of Public Speaking by Stephen Lucas. The call # is Per Comm2200.Art (Note: The normal copy of the text will be placed in a 3-ring binder)

Hope (Lottery) Scholarship Information:

Lottery Scholarships: Do you have a lottery scholarship? To retain the Tennessee Education Lottery Scholarship eligibility, you must earn a cumulative TELS GPA of 2.75 after 24 and 48 attempted hours and a cumulative TELS GPA of 3.0 thereafter. A grade of C, D, F, FA, or I in this class may negatively impact TELS eligibility. If you drop this class, withdraw, or if you stop attending this class you may lose eligibility for your lottery scholarship, and you will not be able to regain eligibility at a later time. For additional Lottery rules, please refer to your Lottery Statement of Understanding form (<http://www.mtsu.edu/financial-aid/forms/LOTFEV.pdf>) or contact your MT One Stop Enrollment Coordinator (<http://www.mtsu.edu/one-stop/counselor.php>).

Gender Neutral Bathroom Access:

MTSU seeks to be an inclusive community. To find out where the closest gender neutral or family restroom is, please click the following link: http://www.mtsu.edu/lgbt/campus_resources.php#trans-facilities

Title IX Statement:

Students who believe they have been harassed, discriminated against or been the victim of sexual assault, dating violence, domestic violence or stalking should contact a Title IX/Deputy Coordinator at 615-898-2185 or 615-898-2750 for assistance or review MTSU's Title IX website for resources. <http://www.mtsu.edu/titleix/>

MTSU faculty are concerned about the well-being and development of our students and are legally obligated to share reports of sexual assault, dating violence, domestic violence and stalking with the University's Title IX coordinator to help ensure student's safety and welfare. Please refer to MTSU's Title IX site for contact information and details. <http://www.mtsu.edu/titleix/>

Extra Credit:

All students will have the opportunity to receive extra credit if the instructor deems it appropriate. That noted, please do not plan on getting extra credit this semester. I will let you know.

Additional Information:

Learning Outcomes: Students will demonstrate the ability to analyze and evaluate oral and/or written expression by listening and reading critically for elements that reflect an awareness of situation, audience, purpose, and diverse points of view; distill a primary purpose into a single, compelling statement and order and develop major points in a reasonable and convincing manner based on that purpose; develop appropriate rhetorical patterns (i.e., narration, example, process, comparison/contrast, classification, cause/effect, definition, argumentation) and other special functions (i.e., analysis or research), while demonstrating writing and/or speaking skills from process to product; understand that the writing and/or speaking processes include procedures such as planning, organizing, composing, revising, and editing; make oral presentations employing correct diction, syntax, usage, grammar, and mechanics; coordinate basic information gathered from multiple sources for the purposes of problem solving and decision making; recognize the use of evidence, analysis, and persuasive strategies, including basic distinctions among opinions, facts, and inferences.

Assessment: During the course of the semester you may be asked to participate in a study intended to assess the effectiveness of this course (COMM 2200) in meeting the objectives established by this department and the General Education Assessment Committee. The data will be used for research purposes only and the results may be published. Some of your speeches will be recorded. The data will be destroyed once the research has been completed. Participation in this study is completely voluntary. If you do not wish to participate, you will be given the opportunity to withdraw at any time without repercussions.

Department Website: Check out our departmental website for more information about majoring in (or minoring in) Communication Studies! We offer eclectic courses on topics like sports, health, and communication in romantic relationships, intercultural communication, and persuasion. Learn more about our diverse faculty as well! <https://www.mtsu.edu/programs/communication/#t-0>

MTSU Communication Studies: Join fellow MT Comm majors by following us on social media for announcements, tips, info, and entertainment: 1) Instagram & Twitter: @mtsucommstudies and #mtcommstudies 2) Facebook Group (request to join): MTSU Comm Studies 3) Yo, hit us up on Snapchat at: mtcommstudies 4) LinkedIn: MTSU Department of Communication Studies

Fall 2022 Tentative Course Schedule

The instructor reserves the right to change any part of the course based upon students' progress in this class or other consideration.

Week	Week of	Topic	Chapter	Assignments/Activities
1	08/22	Speaking in Public/Ethics and Public Speaking	1 & 2	Talk Show Activity/Word Language Activity
2	08/29	Ethics and Public Speaking (cont'd)/Selecting a Topic Lecture/Analyzing the Audience/Speaking in Small Groups	6 & 20	Talk Show Activity (cont'd)/Listening Activity/Maslow's Activity/ List of 10 Potential Topic Areas due (08/31)
3	09/05	Labor Day/Introductory Speeches		Talk Show Activity (cont'd)/Informative Speech Activity/ Introductory Speeches Begin
4	09/12	Introductory Speeches (cont'd if necessary)/Speaking in Small Groups (cont'd)/How to Give a Good Speech Lecture/Gathering Materials	7	Introductory Speeches (cont'd)/ Small Group Survival Activity
5	09/19	Gathering Materials (cont'd)/Supporting Your Ideas/Organizing the Body of Your Speech/Beginning and Ending Your Speech	8, 9, & 10	Sample Speeches Activity
6	09/26	Informative Speeches		Outline # 1 Due (09/26)

7	10/03	<i>Informative Speeches</i>		
8	10/10	Fall Break /Speaking to Persuade/Methods of Persuasion	16 & 17	Monroe's Motivated Sequence Activity
9	10/17	Delivery	13	
10	10/24	<i>Persuasive Speeches</i>		<i>Exam 1: (Chapters 1, 2, 6, 7, 8, 9, 10, & 20)/Outline # 2 Due (10/26)</i>
11	10/31	<i>Persuasive Speeches</i>		
12	11/07	<i>Persuasive Speeches</i> /Listening/Work Day	3	Listening/Hearing Activity
13	11/14	Listening (cont'd)/ <i>Group Presentations Begin</i>		<i>Outline # 3 Due (11/16)</i>
14	11/21	<i>Group Presentations</i>		<i>Livin' like it's Thanksgiving - Mashed Potatoes and Turkey (or Tofu Turkey) Consumption</i>
15	11/28	<i>Group Presentations</i>		
16	12/05	Final Exam Week		<i>Final Exam: (Comprehensive)</i>