

CMST 1315-007: Public Speaking

Instructor: Tiffany Petty Gilliam

Time/Date: T/Th 11:00 am – 12:20 pm

Location: Arts & Sciences 258

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Course Description

This course aims to make you a more effective professional communicator, analytical thinker, and critical listener. Throughout the semester, you will study the theories and principles of effective communication, practice applying these principles in various assignments, and critique the performances of other speakers. These assignments and exercises will develop your speaking abilities, organizational and preparation techniques, and the capacity to effectively appraise your audience and diverse backgrounds and ethically apply communication theory. By the end of the semester, you should be able to plan and prepare professional informative, persuasive, and other presentations.

Major Skill(s) Development

1. **Critical Thinking:** Construct and articulate logical arguments to justify sound conclusions in a variety of speaking contexts.
2. **Communication:** Communicate and interpret ideas effectively through written, oral, and visual/technological means. Students will not only be able to demonstrate this skill in formal extemporaneous presentations but also through their written evaluations of themselves and others.
3. **Personal Responsibility:** Defend a personal ethical position that incorporates ethical decision-making, proper and justified research to support the idea, compelling organization, and appropriate reasoning free of fallacies within their formal presentations. Students will also demonstrate their personal responsibility through classroom interactions and engagement/listening during others' presentations.
4. **Public Speaking Theory:** Comprehend a basic level of understanding about public speaking theory and the foundational models of communication.

5. Delivery Skills: Display and master content, structure, style, and delivery skills in the presentation of informative, persuasive, and invitational messages to effectively impact a given (and thoroughly analyzed) audience.

Textbook

Primary Textbook:

Stephen E. Lucas, *The Art of Public Speaking*, 13th edition. New York: McGraw Hill, 2020.

[FREE Ebook](<https://ebookcentral.proquest.com/lib/uttyler/detail.action?docID=6328469>)

Brief Description of Assignments

1. Speeches (5 speeches, 850 points total):

Our primary focus is to develop your public speaking skills. The speeches will include:

Introductory Speech (50 points)

Informative Speech (100 points)

Controversy Analysis Speech (150 points)

Persuasive Speech (250 points)

Group Speech (350 points)

2. Final Exam (150 points):

The final exam will gauge comprehension of the topics covered over the semester. The exam is untimed and open-book/open-note and will be administered through Canvas. The exam will be completed outside of class time.

3. Participation (10 points):

This grade will be based on your performance, participation, and the overall degree to which you engage with the course material, work collaboratively, and actively seek to develop your public speaking competencies.

4. Topic Selection (10 points):

You will earn 10 points for selecting a relevant, meaningful, and content-rich topic for your speech. This topic will serve as the foundation for all your speeches.

Grading Structure

Assignment	Points	Percentage

Speeches**	850	85%
Introductory Speech	50	5%
Informative Speech	100	10%
Controversy Analysis Speech	150	15%
Persuasive Speech	250	25%
Group Speech	350	35%
Final Exam	150	15%
Participation	10	1%
Topic Selection	10	1%
Total	1000	100%

Schedule (Tentative)

Week	Topic	Reading	Due Dates
Week 1			
14-Jan	Syllabus + Course Introduction		
16-Jan	Speaking in Public	Ch 1	***Syllabus Contract

Week 2

21-Jan	Speaking Ethics + Communication Apprehension	Ch 2
23-Jan	Listening + Giving your First Speech	Ch. 3, 4

Week 3

28-Jan	Introductory Speeches	
30-Jan	Introductory Speeches	Ch 5, 15 Ch. 7, 8

Outlines due by class time

Week 4

4-Feb	Selecting Topic/Purpose + Informative	
6-Feb	Beginning and Ending the Speech	Ch. 6 Ch. 10

Week 5 Informative Speeches

11-Feb	Organizing the Speech	Ch. 9
13-Feb	Outlining the Speech	Ch.11,13

Week 6

18-Feb	Informative Speeches	
20-Feb	Informative Speeches	

Outlines due by class time

Week 7 Analysis of Controversy Speeches

25-Feb	Organizing the Speech	Ch. 12
27-Feb	Outlining the Speech	Ch. 14

Week 8 Analysis of Controversy Speeches

4-Mar	Analysis of Controversy Speeches	
6-Mar	Analysis of Controversy Speeches	

Outlines due by class time

Week 9 Speech Review (buffering)

11-Mar	Speaking to Persuade	Ch. 16
13-Mar	Fact, Value, Policy	Ch. 17

Week 10 Persuasive Speeches

25-Mar	Organizing the Speech	
27-Mar	Outlining the Speech	

Week 11 Persuasive Speeches

1-Apr	Persuasive Speeches	
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Outlines due by class time

3-Apr Persuasive Speeches

Week 12 Speech Review

8-Apr Speaking on Special Occasions Ch. 18

10-Apr Speaking in Small Groups Ch. 20

Week 13 Group Speeches

15-Apr Organizing the Speech Ch. 19

17-Apr Outlining the Speech

Week 14 Group Speeches

22-Apr Group Speeches Outlines due by class time

24-Apr Group Speeches Peer Evaluations

Week 15 FINAL EXAMS

Online due 11:59pm on 05/01

29-Apr No class

1-May No class

Late Work and Make-Up Exams

Late work will be accepted under special circumstances and must be cleared with the instructor. Make-up speeches are allowed only with prior notice and under extenuating circumstances (e.g., medical emergencies, family emergencies). Late assignments will incur a penalty of 10% per day.

Attendance Policy

Attendance is required for all scheduled class meetings. If you miss more than two classes, it may impact your final grade. You are responsible for any material covered in class during your absence.

University Policies & Student Resources

University policies and student resources are available on the University website and in Canvas under "Syllabus".