

**FUNDAMENTALS OF PUBLIC ADDRESS  
COMM 133 Spring 2008**

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**OBJECTIVES:**

1. Understand basic principles of public speaking.
2. Perform public extemporaneous presentations with various objectives.  
Make-up times are only assigned to students with documented emergencies.
3. Demonstrate effective listening skills.
4. Self-critiques of speeches - Class requires purchase of VCR Tape (VHS)  
Self-critiques must be turned in before your speech begins.

**TEXT:** The Art of Public Speaking - Eighth Edition  
Stephen E. Lucas

**GRADING:**

1st Informative Speech	50 pts
2n Informative Speech	100 pts
Persuasive Speech #1	100 pts
Persuasive Speech #2	200 pts
Exams 1 and 2	200 pts
2 Informative Self-Assessments	20 pts
2 Persuasive Self-Assessments	20 pts
1 Outside Critique	10 pts

**GRADING POINT SCALE – UWGB (Little Chute in Handbook)**

A	-	100-93%
A/B	-	92.5-88%
B	-	87.5-83%
B/C	-	82.5-78%
C	-	77.5-70%
D	-	69.5-60%
F	-	59.5

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## COURSE SCHEDULE

September 4	Introduction to the course
September 5	Communication Theory Chapter 1
September 6	Listening and Audience Analysis Chapters 3 and 5
September 10	Finding the Topic and Informative Speaking Chapters 4, 8, and 14
September 11	Delivery and Visual Aids Chapters 12 and 13
September 12 - 19	First Speeches
September 20	Introductions and Conclusions Chapter 9
September 24	Outlines Chapter 8 and 10
September 25	Exam 1 Chapters 1, 3, 4, 5, 8, 9, 10, 12, 13, and 14
September 26	Prepare for Speeches
September 27 - October 4	Second Informative Speeches
October 8	Ethics and Persuasion Chapter 2 and 15
October 9	Research and Supporting a Speech Chapters 6, and 7
October 10	Speaking to Persuade Chapters 11 and 16
October 11	Exam 2 Chapters 2, 6, 7, 11, 15, and 16
October 15	Prepare for Persuasive Speeches

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October 16 -23      Motivated Sequence Speeches

October 24            Work on Final Speeches

October 29- 32      Final Persuasive Speeches

## **FIRST ASSIGNMENT: Informative Speech**

**TIME:** 5 Minutes

### **PURPOSE:**

To define, demonstrate, or describe something of interest to you.

### **REQUIREMENTS:**

**Be prepared on your assigned speech day to hand in a one page, typed, brief outline containing the following elements:**

1.      A specific purpose statement. (10 pts)  
          (the goal of your speech)
2.      A central idea (summarizing the body) (10 pts)
3.      Two or three main points (in sentence form) (20 pts)
4.      An audience analysis work sheet. (10 points)

### **SPEECH:**

1.      Greet the audience and introduce yourself.
2.      Tell the audience why they should know about this topic and what they will be learning about.
3.      Establish some connection with your topic.
4.      Teach your audience something.
5.      Go over again what the audience has learned.
6.      Thank the audience for listening.

**On speech day:**

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- Bring a VHS tape
- Bring a visual aid
- Bring the one page typed assignment
- Bring the workbook assignments
- May bring brief note cards

## **Sample Brief Outline**

***Specific Purpose:*** To inform my audience of the common methods used by stage magicians to perform their tricks.

***Central Idea:*** Stage magicians use two common methods to perform their tricks – mechanical devices and sleight of hand.

***Main Points:*** I. Many magic tricks rely on mechanical devices that may require little skill by the magician.  
II. Other magic tricks depend on the magician's skill in fooling people by sleight of hand manipulation.

## **INFORMATIVE SPEECH**

1. Purpose of assignment
  - A. To give you an opportunity to outline and organize information for presentation in a

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public communication setting.

- B. To gain experience in standing before others and delivering data of an informative nature.
2. Time limit: 7-10 minutes
  3. Description of the activity;

A. Select a topic you find interesting. Your assignment is to teach the audience, not to seek an attitude or behavioral change. Some research may be necessary. Do not pick a topic, which will be used for the persuasive presentations.

B. Structure your ideas on this topic and write an outline. Remember, this is not interpersonal conversation on a one-to-one basis; therefore, your message must be more structured and well organized into specific main points and supporting material. The speech should have only one overall thesis with 2 or 3 main points.

C. A Formal **Preparation Outline** (See p.260-262 in the text and the example in your syllabus) it must be turned on your speaking day, right before your speech. **The preparation outline is worth 50% of your grade.**

D. Speech must include a visual aid.

E. Speech must include an audience analysis.

## **AUDIENCE ANALYSIS**

1. Why should this audience be interested in this topic?
2. How much does the audience already know about this subject?
3. Why should this audience listen to you about this topic?

## **SPEECH EVALUATION CRITERIA (Approximate)**

- 1. Correctly articulated Specific Purpose and Central Idea – 10 points**
- 2. Introduction: 10 points**
  - Get the audiences attention
  - Connect to the topic
  - Relate the topic to the audience
  - Preview the body
- 2. Body: 20 points**
  - Correctly articulated main points
  - Specific language and examples
  - Clear structure
- 3. Conclusion: 10 points**
  - Summarize the main points
  - Provide closure
- 4. Delivery: 40 points**
- 5. Visual Aides: 10 points**

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Specific Purpose: To inform the audience about the effects of sleep deprivation on the average person.

Central Idea: Although sleep deprivation affects many people, it can be easily corrected.

Method of Organization: Topical

## Introduction

- I. Before I start my speech today I want everyone in the class to take a short quiz.
  - A. According to the National Sleep Foundation, anyone who answers yes to three or more of those questions are sleep deprived.
- II. A news program recently sparked my interest in sleep deprivation.
  - A. It said that tired drivers were worse drivers than drunk drivers.
  - B. It made me wonder exactly how much sleep I was missing and how it was affecting me.
  - C. So I researched sleep deprivation on the Internet and in the library.
- III. Today I want to inform you exactly how those sleepless nights are affecting you and how to get more of the sleep you need.

## Body

- I. True sleep deprivation has been examined in several studies.
  - A. Randy Gardner holds the world record for staying awake 264 consecutive hours (Coren).
    1. He experienced physical impairment.
    2. He experienced mental impairment.
    3. He experienced micro sleeps (Borbely).
  - B. Dr. Allan Rechtschaffen conducted sleep research on rats.
    1. All rats died within 21 days of not sleeping.
    2. Autopsy revealed nothing unusual except body temperature.
- II. Many people operate on a sleep debt.
  - A. Sleep debt is the accumulated hours of sleep you have missed.
  - B. The sleep debt affects you mentally.
    1. List of mental problems.
      - a. 200,000 driving accidents caused by tired drivers (News Center 4 web page).
      - b. Major accidents caused by tired workers (Coren).
  - C. The sleep debt affects you physically.
    1. List of physical problems.
    2. French research on cyclists (Coren)
    3. Example of Stanley Coren's experience with sleep deprivation.
- III. The amount of sleep people need varies, but there are some helpful tips to getting as much sleep as you need.
  - A. Get enough sleep to refresh you (Coren).

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- B. Set a regular bedtime (Dateline NBC).
- C. Sleep in a dark room.
- D. Avoid certain activities.
  - 1. Do not drink alcohol or caffeine.
  - 2. Do not smoke.
  - 3. Do not exercise before sleeping.
- E. Take a nap if you are tired.

## Conclusion

- I. Even though some people consider sleeping a waste of time, depriving your body of sleep can leave you irritable, depressed, and unable to perform complicated tasks.
- II. Some ways to ensure a good night's sleep are keeping a schedule, sleeping in a dark room, and not smoking or drinking.
- III. So if you find yourself hitting the snooze button on your alarm several times every morning, that might be your body's way of saying you need more sleep.

## Audience Analysis:

The audience should be interested in sleep deprivation because as a college student, we're usually pretty busy. It seems like we're always sacrificing sleep to either finish homework, go to work, or spend time with loved ones. I think that the audience will naturally be interested in sleep because it directly affects their lives. A few people in the audience might know a lot about sleep deprivation, but I think most people have a basic knowledge and no more. Some of the facts I ran across were certainly new to me, so hopefully they are new to everyone else as well. This audience should listen to me because I had some knowledge about this topic before I started researching it, and now I have several books to back up what I say. The strange thing about this topic is really how much the experts disagreed. It seems that sleep is really one aspect of the human life that scientists don't understand at all. I'll point that out in my speech, because I'm sure they have heard other opinions that will contradict what my sources say. I chose the most recent books, so my information should be up-to-date.

## **PERSUASIVE COMMUNICATION** **Speech for Immediate Action**

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1. Purpose of assignment: to gain experience in a communication situation in which the individual organizes and discusses information of a persuasive nature. The ultimate purpose of this communication event is to produce behavior change.
2. Time limit: 8 minutes (7-10 meet assignment)
3. -Performance days.  
-Bring VHS tape.  
-Note cards may be used.  
  
-Written work is due  
  
-Speech must include a visual aid.
4. Evaluation: Your final grade will be a combination of written work and the speech event.

A. Written work - **must be typed**

1. Must Include a **Preparation Outline (again 50% of the grade)**
2. Must Include an **Audience Analysis**
  - a. Why should my audience be interested in this topic?
  - b. How much does my audience know about this topic?
  - c. Why should they listen to me about the subject?
  - d. What need of this audience does this speech address?
3. Bibliography: **Minimum of 2 Sources**

B. The Speech Event (See the Informative Speech Criteria for Evaluation)

Major considerations include the orderly presentation of material effective demonstration of speaking skills, and the persuasive effect produced as a result of the speech.

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## **Speech for Immediate Action – Topics**

### **Giving of your Time**

Nursing homes  
Volunteer Activities

### **Giving of Yourself**

Blood  
Bone Marrow  
Organs

### **Giving Money**

Charities  
Political Candidates

### **Joining**

Intramural Athletics  
Student Activities  
Students Government  
Greek Organizations  
Professional Organizations  
Religious Organizations

### **Taking Courses**

CPR/First Aid  
Yoga  
Dance  
Computer  
Foreign Language  
Travel Courses

### **Stop/ Reduce Doing Something**

Procrastination  
Smoking  
Drinking  
Drinking and Driving  
Drugs  
Spending

### **Using Campus Facilities**

The International Center  
Career Services  
Health Services  
Advising Services  
Counseling Center  
Phoenix Center

### **Start/ Continue Doing Something**

Eating Better  
Exercise  
Jogging  
Walking  
Time Management  
Traveling  
Wearing Seatbelts  
Participation in a Sport  
Sing or Play an instrument  
Attend Cultural Events

**FINAL EXAM SPEECH**

**Speech for Passive Agreement**

1. Purpose of assignment: to gain experience in a communication situation in which the individual organizes and discusses a controversial social issue to an audience that may have opposing views.
2. The student is required to find a partner from the class to address the same topic from opposing sides.
3. Only two teams will be allowed per topic.
4. Time limit 8 minutes (7-10 meets assignment)
5. Performance days
  - a. Bring VHS tape
  - b. Bring note cards
  - c. Written work is due
    - Must have a **Preparation Outline** due the day of the speech.(50% of grade).
    - Must include a minimum of **four outside sources**.
    - Must include an audience analysis that answers these questions:
      1. Who is my target audience for this speech?
      2. What attitudes towards this topic does my audience hold?
      3. What audience needs does my speech address?
      4. Why should this audience listen to me?
      5. What do I need to be careful about to keep my audience's attention?
  - d. Speech must include a visual aid (and one of the visuals must use (**power point**)).
6. Evaluation (See Evaluation Criteria for the Informative Speech)
  - a. Your final grade will be a combination of written work and the speech event.
  - b. Major considerations include the orderly presentation of material, effective demonstration of speaking skills, and the persuasive effect produced in the audience as a result of the speech.
  - c. **You are not competing against your partner--you can both be assessed the same grade or very different grades.**

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## Second Persuasive Topics

Capitol Punishment  
Abortion  
Paying College Athletes  
Animal Experimentation  
Limit immigration  
Limiting Protesting at Abortion Clinics  
Homosexual Marriage  
Homosexuals in the Military  
Homosexual Adoption  
Women in Combat  
No Fault Divorce  
Changing the Tax Code (A flat Tax)  
Restrictions on Gambling  
Changing the Judicial System  
The BCS  
Deer Hunting  
The Electoral College  
Political Commercials  
Gun Control  
Funding More Day Care  
Manned Space Flights  
Drug Testing  
Animal Rights  
Year Round Schooling  
Legalizing Drugs  
Flag Burning  
Pit bulls  
Censorship  
Genetic Engineering  
The Legal Drinking Age  
Active Euthanasia  
Surrogate Mothers  
Ethnic Adoption  
Invading Iraq  
Government Involvement in Limiting Obesity  
Buying Drugs from other Countries  
Mandatory Sentencing  
Motorcycle Helmets  
National Health Insurance  
Term Limits for Congressmen  
Nationally Funded Elections  
Adolescents in Adult Court  
Indian Treaty Rights  
Indian Mascots  
AIDS Disclosure  
Hiring Quotas  
Women in Combat  
Bilingual Education  
English as a National Language  
Stiffer Driver's License Requirements  
Federal Support for the Arts  
Prayer in School  
Combining the branches of the service  
Another Approved Controversial Topic

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Name \_\_\_\_\_ Topic \_\_\_\_\_

**First Informative Self-Assessment**

**What did I like best about my presentation?**

**What did I like least about my presentation?**

**What would I do differently next time?**

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Name\_\_\_\_\_Topic

\_\_\_\_\_

**Second Informative Assessment**

**What did I like best about my presentation?**

**What did I like least about my presentation?**

**What would I do differently for the next presentation?**

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Name \_\_\_\_\_ Topic \_\_\_\_\_

**First Persuasive Speech Assessment**

**What did I like best about my presentation?**

**What did I like least about my presentation?**

**What would I do differently for my next presentation?**

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Name \_\_\_\_\_ Topic \_\_\_\_\_

**Second Persuasive Presentation**

**What did I like best about my presentation?**

**What did I like least about my presentation?**

**In the future, do I feel prepared to make a successful presentation?**