

UNIVERSITY of WISCONSIN-GREEN BAY

Course Syllabus

FUNDAMENTALS OF PUBLIC ADDRESS

COMM 133

Fall 2008 and Spring 2009

3 undergraduate credits

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OBJECTIVES:

1. Understand basic principles of public speaking.
2. Perform public extemporaneous presentations with various objectives.
3. Demonstrate effective listening skills.
4. Self-critiques of speeches - Class requires purchase of a VHS tape.

Prerequisite: Earn a grade of A or A- in sophomore level College Preparatory (CP) Speech or consent of the instructor.

Text: Principles and Types of Public Speaking (McKerrow, Gronbeck, Ehninger, & Monroe) ISBN 0-205-45621-9

ASSIGNMENTS AND GRADING:

2 Short (or impromptue) Speeches	Time will vary	100 pts.
Informative Speech	4 - 6 minutes	100 pts.
Persuasive Speech 1	6 - 8 minutes	150 pts.
Monroe's Motivated Sequence Speech 1	8 - 10 minutes	200 pts.
Monroe's Motivated Sequence Speech 2	8 - 10 minutes	200 pts.
Monroe's Motivated Sequence Speech 3	8 - 10 minutes	200 pts.
Six self assessments (25 pts. each)		150 pts.
Critiques of speeches		200 pts.
Participation in after speech discussions		100 pts.
Exam 1		200 pts.
Exam 2		200 pts.

UW - Green Bay GRADING SCALE

- A (Excellent)**
- AB (Very Good)**
- B (Good)**
- BC (Above Average)**
- C (Average)**
- D (Poor)**
- F (Unacceptable)**

Units of study

Communication theory (how it relates to effective speech)

applying theory to speaking strategies

Effective listening

barriers to effective listening

critical listening

faulty reasoning

propaganda techniques

Critiquing self

learned skills affect your speech effectiveness

knowledge

accuracy of thought

composition skill

speaking habits

social skills

attitudes affect your speech effectiveness

alertness

open mindedness

defensiveness

cooperativeness

Critiquing the speeches of others

the purpose of doing critiques of others

critiquing is not mere fault finding

critiques need to be definitive

critiques need to be sincere

effective critiques involve positive as well as negative comments

Deductive reasoning

Inductive reasoning

Psychological needs of an audience (Maslow's Hierarchy of Needs)

biological drives (food, drink, air, sleep, sex, etc.)

safety (security, stability, protection from harm, structure, predictability)

love and belonging (affection, feeling part of a social group, acceptance and approval, etc.)

esteem (confidence, freedom, independence, recognition by others, etc.)

self-actualization (self-fulfillment, realizing individual potential, being true to self, etc.)

Monroe's Motivated Sequence

helping listeners remember the points of a speech

organizing thoughts from the listener's perspective

Informative speaking

selecting speech subjects

speech purposes

audience analysis

designing introductions

outlining speeches

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designing conclusions

various types of support used to enrich speeches to inform

improving delivery of a speech

using note cards effectively

making and effectively using visual aids in speeches

Persuasive speaking

understand the three major types of persuasive questions

 questions for fact

 questions of belief or value

 questions of policy

limiting a persuasive topic

writing a persuasive thesis

using logic and properly identifying sources to support arguments

using emotion to support arguments

understand the power and importance of ethos in argumentative speaking

become familiar with various organizational methods for persuasive speaking

adapting argument to the audience

Speaking Assignments

- Informative Speech** - The audience will learn about some little known historical event or historical development from your speech. Select a topic that allows you to show how a historical event or development had an effect on the world or on how people live.
- (4 - 6 minutes)
- Do a complete outline. The body of this speech will be arranged in a “cause-and-effect” order.
 - State main points in complete sentences.
 - State sub points in word or short phrase form.
 - The completed outline is due two days before your assigned speaking date.
 - A PowerPoint visual is required for this assignment

- Persuasive Speech 1** - Select a topic that would be a “question of fact”. The topic should reflect a problem to which many different solutions might be applied.
- (6-8 minutes)
- This speech will be arranged using an analysis/solution approach.

- Complete an introduction for your speech.
- Address the following questions in the **analysis stage** of the body of your talk:
 - What is the nature of the problem?
 - What is meant by the terms in which the question is worded?
 - What is causing the problem?
 - What are the facts of the present situation?

- What is currently being done to deal with the problem?
- Address the following questions in the **solution stage** of the body of your talk:
 - By what criteria must we judge any possible solution to the problem?
 - What are the proposals that have been suggested?
 - How does each proposed solution measure up to your criteria for judging the solutions?
 - Which proposal do you recommend? (This should be the proposal that best meets the criteria you established earlier in your talk)
 - Complete a conclusion for your speech.
 - Submit your outline two days before you are assigned to speak.
 - A minimum of four sources of information are required for this speech and should be identified in the text of the speech.

Monroe's Motivated Sequence Speech 1 (*Reinforcement*)
(8 - 10 minutes)

In this assignment you will address a group who, either through apathy or general lack of effort, have lost interest in a cause or organization to which they were once enthusiastically committed. Your goal is to recharge the group and breath new life into their efforts. Your goal should be to reinforce in them how the group helps them meet their personal goals. Your outline for this speech will follow the steps of the "Motivated Sequence".

- Attention step
- Need step
- Satisfaction/Visualization step
- Action step

Submit your outline two days before you are assigned to speak.

Monroe's Motivated Sequence Speech 2 (*Modification*)
(8 - 10 minutes)

In this assignment you will select a topic that you have a strong personal connection to. Your goal will be to seek specific psychological change in the beliefs, attitudes, or values of your audience. For this reason, it is imperative that you are deeply committed to the topic you choose. To get people to modify their beliefs, attitudes, or values requires a high level of communication competence. You will need to think through your chosen situation and carefully structure each of the five steps of the sequence. You will need to spend time on thorough speech preparation in order to be successful with this type of effort. Your outline for this speech will follow the steps of the "Motivated

Sequence”.

Attention step

Need step

Satisfaction step

Visualization step

Action step

Submit your outline two days before you are assigned to speak. A minimum of four sources of information are required for this speech and should be identified in the text of the speech as you quote or refer to the various sources.

Monroe’s Motivated Sequence Speech 3 (*Action*)

(8 - 10 minutes)

For this assignment, you will imagine an audience made up of people who doubt the value of taking a particular action (ie. voting) and are uninformed or uninvolved. Moving uncommitted or apathetic people to take action is a difficult task. The key to speaking effectively in this situation is “motivation”, but what will motivate uncommitted or apathetic people to change their course of behavior? The object of much public speaking is to persuade.

Someone, in describing the difference between Cicero and Demosthenes, two speakers from ancient Greece remarked, “When Cicero spoke people said: ‘How well Cicero speaks!’ but when Demosthenes spoke they said, ‘Let us go against Philip.’”—the difference being that Cicero impressed himself upon the audience, while Demosthenes impressed his subject upon them. Whether or not this comparison be a fair one, it at least presents an important truth. As a speaker, you must impress your subject upon your audience.

Select a topic you strongly believe needs a course of action.

Your outline for this speech will follow the steps of the “Motivated Sequence”.

Attention step

Need step

Satisfaction step

Visualization step

Action step

Submit your outline two days before you are assigned to speak. A minimum of six sources of information are required for this speech and should be identified in the text of the speech as you quote or refer to the various sources.