



UNIVERSITY of WISCONSIN-GREEN BAY

Fundamentals of Public Address—Communication 133

College Credit in High School Program

Denmark High School

Spring 2019, 3 Credits

Instructor: Mrs. Carrie Hager

School phone: (920) 863-4276 (7:30 a.m. – 3:30 p.m.)

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“Let thy speech be better than silence, or be silent.” -Dionysius of Halicarnassus, Greek Rhetorician

“There are three things to aim at in public speaking: first, to get into your subject, then to get your subject into yourself, and lastly, to get your subject into the heart of your audience.” – Alexander Gregg, Clergyman

FOPA Course Objectives:

- Understand the basic principles of public speaking and civil discourse
- Improve your organizational and critical thinking skills
- Perform public extemporaneous and prepared presentations with a variety of objectives
- Demonstrate effective learning skills

Communication Programmatic Outcomes

1. Demonstrate appropriate oral communication skills
2. Improve organizational and critical thinking skills
3. Demonstrate appropriate written communication skills
4. Effectively manage, evaluate, organize, and present information
5. Demonstrate appropriate academic research skills
6. Act in a legal and ethical manner
7. Demonstrate an ability to develop and execute appropriate communication strategies
8. Work collaboratively with others
9. Demonstrate the ability to effectively synthesize different types of communications, e.g. images, text, etc., in order to achieve professional and academic objectives

Text:

Lucas, Stephen. *The Art of Public Speaking*. Boston: McGraw-Hill Higher Education, 2009. Print.

Course Content

Unit 1: Introduction

Interviewing Basics and Speeches of Introduction

The Speech-Communication Process

Multicultural Aspects

Visuals and Presentation Aids

The Art of Speaking

Unit 2: Informative Speaking

Evaluating Ideas and Research
News Reading and Reporting
Nonverbal Communication
Outlining your Speech

Unit 3: Demonstrations

Audience Analysis
Prepping for Video

Unit 4: Persuasion

The Psychology of Persuasion
Rhetorical Strategies and the Use of Language
The Top 100 Speeches of the 20th Century
Persuasive Checklist
Revisiting Research and Audience Analysis

Unit 5: Group Dynamics (as time allows)

Debate Structure
Rules of Order and Leadership
Digital Communication

Unit 6: Special Occasion Speeches

Tributes, Toasts, and more

Final: TED Talk

Grading:

- | | |
|------------------------|-----|
| 1. Speeches | 80% |
| 2. Class Assignments | 10% |
| 3. Quizzes/Reflections | 10% |

DHS Grading Scale v. UWGB Grading Scale

DHS Grading Scale	UWGB Grading Scale
93-100 = A	90-100 = A
83-92 = B	80-89 = B
73-82 = C	70-79 = C
65-72 = D	60-69 = D
Below 65 = F	Below 60 = F

- Each required formal speech, beyond the first, will be graded **50% on your research, outline, audience analysis, and rubric specifications, and 50% on delivery**. Speech point value will increase with your expertise—the speeches later in the semester are worth more points.
- Your class participation through assignments, as a respectful audience member, a constructive reviewer, and a focused discussion participant, is expected.

3. Quizzes will be announced and unannounced and based on class and text discussions and notes. Reflections will be assigned and turned in through Google Classroom. **Due dates will be enforced.**
Late=Max 80%

Class Policies:

1. All speeches past the initial Introduction will be preceded by research and submission of a standardized, formal outline and audience analysis. ***Read the rubrics. Ask questions.***
2. The instructor reserves the right to limit, edit, or censor topics and speech content.
3. Late speeches for ANY reason may be docked a minimum of 20% and will be presented at the discretion of the instructor.
 - a. In class at the discretion of the instructor
 - b. During enhancement or lunch period by appointment
 - c. By video online

In other words, communicate with me and the class AHEAD of your assigned speech date if you aren't going to speak as assigned.

Notes:

This class is a dual credit class in collaboration with the University of Wisconsin-Green Bay. Junior or senior-level students at DHS may choose to enroll for UWGB credits in addition to high school credit. This creates a college transcript; therefore, it creates a GPA for you which is permanent.

It is expected that you develop fluency with technology throughout the course for file management and basic audio and video presentations. If you need help or options to accommodate your device, ASK! It is also expected that you have your laptop or tablet with you, charged and ready to use, on a daily basis.

Complete rubrics will be shared with the class a minimum of one week prior to each speech.

This course will also provide an introduction to the Cofrin Library, as well as how to access its databases for college-level research. You will be given UWGB credentials for accessing this material, if you are taking this course for college-credit.

If you have any issues or concerns throughout the semester, I encourage you to bring them to my attention as soon as possible. Public speaking can be an intimidating prospect, but with the right skills, practice, and mindset, it can also be a highly rewarding experience and an asset you will carry throughout your life. Make this course a priority, and you will find great success.

Best of luck this semester,

Mrs. Hager