Examination of the principles of oral message preparation and presentation. Students will prepare and present actual public communications.

Course Objectives:

1. Understand basic principles of public speaking.
2. Improve your organizational and critical thinking skills.
3. Perform public extemporaneous and prepared presentations with various objectives.
4. Demonstrate effective listening skills.

Communication Programmatic Outcomes

1. Demonstrate appropriate oral communication skills.
2. Demonstrate appropriate visual communication skills.
3. Demonstrate appropriate written communication skills.
4. Effectively manage, evaluate, organize, and present information.
5. Demonstrate appropriate research skills.
6. Act in an ethical and legal 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.

Reference Text:

Course Content:

**Unit 1: Introduction**

Interviewing Basics and Speeches of Introduction

The Speech-Communication Process

Multicultural Aspects

Visuals and Presentation Aids

Art and the Art of Speaking

Nonverbal Communication

**Unit 2: Informative Speaking**

Evaluating Ideas and Research

News Reading and Reporting
Outlining your Speech

Unit 3: Demonstrations

Audience Analysis
Prepping for Video and Posterity

Unit 4: Persuasion

The Voice of Democracy Audio Essay Competition
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

Panels, Symposiums, Debates, and Socratic Discussion
Digital Communication – Synchronous and Asynchronous Options

Unit 6: Special Occasion Speeches

Introductions, Tributes, and Wedding Toasts

Grading:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>I. Speeches</td>
<td>80%</td>
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<tr>
<td>II. Class Assignments</td>
<td>10%</td>
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<tr>
<td>and Participation</td>
<td></td>
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<tr>
<td>III. Quizzes/Reflections</td>
<td>10%</td>
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Grading Scale

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>93 – 100</td>
<td>A</td>
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<tr>
<td>83 – 92</td>
<td>B</td>
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<tr>
<td>73 – 82</td>
<td>C</td>
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<tr>
<td>65 – 72</td>
<td>D</td>
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<tr>
<td>below 65</td>
<td>F</td>
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I. Each required speech beyond the first will be graded 50% on your research, outline, and audience analysis, and 50% on delivery. Speech point value will increase with your expertise – the speeches later in the semester are worth more points.

II. Your class participation through assignments, as a respectful audience member, a constructive reviewer, and a focused discussion participant will constitute 10% of your course grade.

III. Quizzes will be unannounced and based on class and text notes.
Class Policies:

1. All speeches past the initial Introduction will be preceded by research and submission of a formal outline and audience analysis.

2. The instructor reserves the right to limit, edit, or censor topics and speech content.

3. Late speeches for ANY reason will be dropped a minimum of 20% and will be presented at the discretion of the instructor
   a. during enhancement or your lunch period by appointment, Mondays, Wednesdays, or Fridays.
   b. by video online.
   c. in class the following week ONLY if time permits (don’t count on this option).

In other words, COMMUNICATE with me and the class AHEAD of your assigned speech date if you aren’t going to speak as assigned- abhottp@denmark.k12.wi.us (two h’s and two t’s) or (920)288-2534 (Google Voice - Be prepared to leave a message).

Notes:

This class is a dual credit class in collaboration with the University of Wisconsin-Green Bay. Junior or Senior-level students at Denmark High School may choose to enroll for UWGB credits in addition to DHS credit at their discretion.

It is expected that you develop and demonstrate fluency with technology throughout the course for 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 and charged on a daily basis.

Rubrics and some ancillary readings and assignments will be posted through UWGB’s D2L Course Management System. You will be sent sign-in information from UWGB through snail-mail at your home. Save the letter and bring it to class – otherwise, you will not be able to sign in. Your passwords are your responsibility.

You will also gain access to the UWGB library online with your passwords. Your research will grow to college-level, and you’ll demonstrate this by increased utilization of UWGB resource options throughout the course.

D2L contains rights to TurnItIn.com plagiarism detection screening for all assignments.