

Communications 1407 Personal & Public Speech
Text: Communicate! (Verderber, 9th ed.)

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Personal & Public Speech is an introductory class in the realm of verbal and nonverbal communication. Over the course of the semester, you will be introduced to concepts and skills relating to: intrapersonal, interpersonal, and nonverbal communication; group discussion; informative speaking; persuasive speaking; and the power and uses of language.

By the completion of this class, you should have a clear understanding of

- **the process of communication**
- **ways in which to increase your effectiveness as a communicator**
- **productive methods of handling conflict**
- **strategies for the preparation and presentation of public addresses**

Grading:

Attendance/Participation	20 points
Journal	50 points
Midterm Exam	50 points
Analytic paper	20 points
Demonstration Speech	20 points
Persuasive Speech	20 points
Informative Speech	20 points
TOTAL	200 points

180+	A
160	B
140	C
120	D

Since a healthy percentage of your grade is derived from attendance and participation, the importance of your enthusiasm should be self-evident. With only 10 weeks to cover our allotted material, each of us must make a concerted effort to keep abreast of assigned readings and exercises.

You will need to buy either a small spiral notebook or small binder for your journal. Your journal is an ongoing record of your experiences with the exercises in the text. I will collect them the week before your midterm exam, return them the following week, and collect them again at the end of class.

You will also need to purchase 1 blank VHS tape and bring it to every speech you present. Part of your grade will be a self evaluation of your performance, due the class period following your presentation.

Any scheduling conflicts you experience should be brought to my attention as soon as possible.

Tentative schedule

Week 1 - 1/15

In Class:

Getting acquainted & such.

Week 2 - 1/22

Work Due:

Self-Logo

Ads & biographies

Read CH 1, 2, 3

In Class:

Lectures & exercises

Journal.

p.12 Test Your Competence (TYC)

p.13 Observe & Analyze (O&A)

p. 32, 33, 34 Understand Yourself (UY)

p.48 TYC

p.55,60 O&A

p. 62 TYC

Week 3 - 1/29

Work Due:

Read CH 4, 5, 6

Rulebreaking exercise

In Class:

Lectures & exercises

Journal.

p.81 UY

p. 87, 90 O&A

p.115 Think Critically (TC)

p.121 O&A

p.142 TYC

Week 4 - 2/5

Work Due:

Read CH 7, 8, 10

In Class:

Lectures & exercises

Midterm review (CH 1-10)

Journal:

p. 168, 189 UY

p.197 TC

p. 235 O&A

p.239 TYC

Week 5 - 2/12

In Class:

Midterm exam

Group Film Analysis

Week 6 - 2/19

Work Due:

Read CH 11, 12, 14

Also pp.303-313

In Class:

Lectures & exercises

Journal.

p. 251 UY

p.261 TC

p. 287, 318, 331 Practice

Week 7 - 2/26

Work Due:

Read CH 15, 16, 17

In Class:

Lectures & exercises

Journal:

p. 377 TYC

Week 8 - 3/5

Work Due:

Journal due

Demonstration Speech

Read CH 18

In Class:

Lectures, feedback, exercises

Week 9 - 3/12

Work Due:

Informative Speech

In Class:

Lectures, feedback, exercises

Week 10 - 3/19

Work Due:

Persuasive Speech

Analytic paper

In Class:

Feedback