

TEXAS A & M UNIVERSITY-COMMERCE

COMMERCE CAMPUS

Department of Mass Media, Communication, & Theatre

Fall 2013

Course Instructor: Stephen A. Furlich, Ph.D.

Course Title: Human Communication

Speech 201-004

Class Time: Sowers Education South Room 135; Tues./Thurs. 11:00-12:15

E-Mail: Stephen.furlich@tamuc.edu

Office Hours: (Tues/Thurs. 12:15-1:30; W. 8:00-12:00).

Office: PAC 120

Prerequisites: None

Course description: Theories and related skills for planning, organizing, rehearsing, presenting and evaluating a variety of types of communication. Includes a survey of rhetorical traditions, principles, and strategies used in informative, persuasive, and ceremonial communication. Emphasis on student performance and evaluation of oral and written models of classical and contemporary communication. **Special focus throughout the semester will address the role of technology use in various contexts for communication.** Recommended for students pursuing careers in teaching, law, the ministry, politics, or other professions involving making public presentations.

Required: 3 GREEN Scan Trans

Textbook and resource materials: Wood, J. (2014). (7th ed.) Communication Mosaics: An Introduction to the Field of Communication.

Boston: Wadsworth.

ISBN-13: 978-0-840-02818-1 ISBN-10: 0-840-02818-0

Students **MUST** have access to the **INTERNET**.**Course outcome competencies:**

Learning Outcomes: This course explores theory and principles of effective public speaking while providing an emphasis on skills development. Specific attention is given to the preparation, delivery, and evaluation of public speeches. General student learning outcomes include the following:

1. Students will understand theory and practice in public speaking.
2. Students will learn and develop various fundamentals and tools of effective speech delivery.

3. Students will be able to critically analyze the content, organization, and delivery of their own speeches and the speeches of others.
4. Students will become competent and confident public speakers.
5. Students will synergize theories and principles of communication into the successful preparation and delivery.
6. Students will understand the prominent role along with advantages and disadvantages of the use of technology to communicate in various contexts.

Attendance - Punctual attendance is expected at all class sessions, especially on presentation and test days. Excessive absences are defined by the instructor as more than one day, excused or unexcused. If you participate in University sponsored activities (e.g., intercollegiate sports) you must check with the instructor with appropriate documentation before you are absent. Students are responsible for all missed work.

Course Assignments/Assessments: The department of Mass Media, Communication, & Theatre supports university policies of academic excellence as noted in the student handbook. Interpretation of grades should be considered within the university framework: A=excellent, B=good; C=average; D=inferior; and F=failure. Final grades in this course will be based on:

*** Tests - (70%)**

20% Test 1

25% Test 2

25% Test 3

***Note: Encyclopedias, the course textbook, and dictionaries do not count as sources. ALL SPEECHES MUST BE PAPERLESS. THIS MEANS NO PAPERS USED DURING THE PRESENTATION. STUDENTS CAN CREATE AND USE A POWER POINT. STUDENTS SHOULD SUBMIT THEIR OUTLINE & REFERENCE PAGE ELECTRONICALLY THROUGH ECOLLEGE FOR THIS COURSE IN DOC SHARING.**

Speech 1 (Cultural Communication Speech)

Presentation 1: Each student will deliver an informative speech of 4:30-5:30 minutes. The purpose is to inform the audience and not persuade them. The presentation will consist of gathering at least **3 credible outside sources** for your presentation, such as journal articles or credible books to be cited during your presentation. You will also have an interview with a classmate as an additional source. Each student will **turn in an outline and a reference page of sources**. Points will be deducted for not abiding to the time limit.

Each student will communicate with another student from this class about the other person's cultural communication. The goal of this assignment is to better understand how other cultures communicate differently from your own. The areas of communication can be verbal and/or nonverbal communication. Some topics you may cover are greetings, traditions, clothing, family communication, conflict, proximity use, gender comm. etc. These are just a few ideas but you are not required to address all of them or any of them. Be creative. **The purpose of this assignment is to indicate what you learned about the other person's culture and how you can communicate better in the future from this knowledge.** Each student will submit their outline/ reference page through ECollege for this class in Doc Sharing. At the end of each

reference page, each person will write the name of the classmate they communicated with and the date that the communication took place. The three sources cited in your speech can address some of your findings from the interview and elaborate from it, inform what is consistent with your findings and research, and/ or what is inconsistent from it. These are just ideas and you can use the sources in a different way. Basically, the three sources should expand beyond the interview information and add credibility.

Presentation 2: Each student will deliver a persuasive speech of 4:30-5:30 minutes. Students will persuade the audience to buy an existing product. This product is currently available for sale. The purpose is to persuade the audience to buy the speaker's product and to present the product in a new and original way. In other words, the product already exists and there is already persuasion to buy the product, however, it is your goal to have an original presentation that addresses areas not previously presented. Critical thinking is a major goal. It is imperative for the speaker to demonstrate why his or her product is superior to other products. The presentation will consist of gathering at least **3 credible outside sources** for your presentation, such as journal articles or credible books to be cited during your presentation. A visual aid is also required for the presentation. Each student will turn in an **outline and a reference page of sources in ECollege in DocSharing**. Be sure topics are appropriate for the class. Points will be deducted for not abiding to the time limit.

Speech 3: (Technology Communication Speech)

Presentation 3: This presentation entails groups of 4-5 students working together. Each group will choose a particular topic. Each person will interview someone of credibility for their group's topic. Each member of the group will present one aspect of the project to the class in a 5 minute presentation for each group member's speech. **Points will be deducted if it is not between 4:30-5:30 minutes long.** Hence, if you have 5 group members each group member will speak for 5 minutes and have 3 sources. Hence, there will be 5 different speeches, outlines, and 3 sources for each speech. The focus of the presentation is to support each presentation from **interviews** and **3 credible sources** such as books or journals. **The key is to synthesize the material together as a group presentation!** Each student will present their presentation based upon the other group members' interview questions addressing that particular aspect. All group members will use the same interview questions for their interviews. For example of the presentations, person one's presentation might be based upon questions 1-5 from all interviews while person two may present from questions 6-10 etc. Each student will receive a grade based upon their individual presentation. A visual aid is also required for each presentation. Each student will **turn in an outline and reference page of their 3 credible sources and one interview source in ECollege**.

Each student will give a speech that addresses the role of technology in communication consistent with their group's topics. The general goal is to address the **benefits and disadvantages of technology use during communication**. Each group should narrow it down more specifically to something of interest to them. It can be regarded to a particular context, such as at work, church, home etc. Another option is to focus on a particular form of technology used in communication, such as cell phone, e-mail, skype etc. A combination can also be used such as investigating a particular context along with a particular type of technology. Each student will cite 3 sources in their speech and have these references on their reference page. The sources need to be credible, such as books or journals. Sources not given credit are Wikipedia, our textbook, dictionary, interview of someone not considered an expert. Students will turn in a reference page with their sources when submitting their outline in ECollege.

Note: Point deductions will be given to students who do not fully participate with their group members throughout the entire process. Hence, it is imperative for students to show up to group meetings.

* **Presentations** - (30%) Note: **Encyclopedias and dictionaries do not count as sources.**

10% Presentation 1: Informative - Emphasis on Content and Structure with Library Sources & Interview.

10% Presentation 2: Persuasive - With Library Sources

10% Presentation 3: Group Presentation with interview and library sources (Individual=10%)

* **Activities** - (+2%)

A number of activities will be assigned to demonstrate or apply content from the text and class discussions. **You cannot get credit for activities that are done on days you are absent, you leave early, or come in 15 minutes late.** Late activities will not be accepted. You are expected to keep up with your own grades. You should know your standing in the course at any time during the semester. Students will receive 2% additional points to their final grade if they miss no more than 1 day. **Students may lose 10% of their final grade or be dropped from the class for any class that they are disrespectful the first time.** This includes but is not limited to cell phone use of any type, doing work for other classes, talking out of turn in a disruptive manner, sleeping, etc.

Course Procedures

Assignments - Assignments must be completed on time. Late work will result in loss of points. Academic integrity is expected on all course assignments and activities. Violations of academic integrity (e.g., plagiarism, cheating, etc.) are serious offenses and will be dealt with according to university policy.

Make-Up Assignments and Examinations - If you miss an exam or presentation it must be for one of the following types of documentable reasons: death in the family, severe personal illness, university sponsored activities, etc. If you have an unexcused absence on a day you are scheduled to make a presentation or take a test, you cannot make up that presentation or test. Additionally, because of time constraints, the instructor may elect not to grant make-up speeches for any reason. In order to take a make-up examination you must submit verifiable and official documentation to your instructor (e.g., a doctor's note for the specific day missed). If your request is approved, you may take a make-up test on the appointed day. All make-up exams must be given for qualified persons within 2 weeks of the missed test.

Extra Credit - Extra credit can be earned for participation in departmental research conducted in or outside of class, if the opportunity arises. Extra credit points awarded will be determined by the nature of the project.

Cell Phones – All cell phones must be turned off before class starts.

Observance of a Religious Holy Day – Texas House Bill 256 requires institutions of higher education to excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day. The student shall also be excused for time necessary to travel. An institution may not penalize the student for the absence and allows for the student to take an exam or complete an assignment from which the student is excused. No prior notification of the instructor is required.

Course Schedule

Please note that this is a tentative schedule for topics that will be explored this semester.

Slight changes may be made as the semester progresses.

Always bring your syllabus with you to class to record any changes.

An important reminder:

All **speeches** and **exams** are in bold. Notice how these are only weeks apart.

Therefore, it is imperative for you to plan ahead and prepare in advance so you don't fall behind.

Keeping up with the readings and coming to class are the best ways to stay afloat in this class.

ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce

Gee Library 132

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

StudentDisabilityServices@tamuc.edu

[Student Disability Resources & Services](#)

Human Communication Course Schedule – Fall 2013

	Tues.			Thurs.	
	Aug. 27, Syll., Intro.			Aug. 29, ch. 1, (Public Speaking rationale & Definitions,)	
	Sept. 3, ch. 13 (Outlining)			Sept. 5, ch. 8 (culture) (Audience Analysis)	
	Sept. 10, Test 1			Sept. 12, ch. 2 (Comm. Discipline (Support Material)	
	Sept. 17, Practice Speech			Sept. 19, Watch Informative Speech Video	
	Sept. 24, (History) (Anxiety)			Sept. 26, Speech 1	
	Oct. 1, Speech 1			Oct. 3, ch. 14 (Mass comm.) (Personal & Social Media) (group Speech Assembly)	
	Oct. 8, Impromptu 1			Oct. 10, ch. 4 (Verbal) (organizational patterns) ch. 7, (comm. Climates) (Delivery.)	
	Oct. 15, ch. 6, (Listening) ch. 12 (business comm) Oct. 22, Group Project Assembly			Oct. 17, Test 2 Oct. 24, Group Project Assembly	
	Oct. 29, ch. Ch. 9 (self-concept) (ethics,), ch. 10 (Interpersonal)			Oct. 31, Persuasion speeches watch, (motivation appeals/ Videos)	

	Nov. 5, (Persuasion)			Nov. 7, ch. 11, (Groups), com. In classroom.	
	Nov. 12, Speech 2			Nov. 14, Speech 2	
	Nov. 19, Impromptu 2			Nov. 21, ch. 3 (Perception), Ch. 15 Digital Media, On-line	
	Nov. 26, ch. 5, (Nonverbal Communication)/ Deception, NV Videos			Nov.28, Thanksgiving	
	Dec. 3, Speech 3			Dec. 5, Speech 3	

Test III Tues. Dec. 10 at 10:30 AM

I'm looking forward to getting to know each one of you!
Have a great semester!