



TEXAS A & M UNIVERSITY-COMMERCE

COMMERCE CAMPUS

Communication Studies Program

Department of Literature and Languages

COMS 1321 Section 01W

Business/ Professional Speaking

COURSE SYLLABUS: Summer, 2023

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

Class Time: On-Line

Office: PAC 120

Office Hours: Email online only.

E-Mail: Stephen.furlich@tamuc.edu

"Having knowledge but lacking the power to clearly express it is no better than never having any ideas at all." Pericles

Communication Studies B.A./B.S.

The Communication Studies program is designed as an area of study to apply scholarly communication research for a variety of careers and personal goals in an interconnected world.

Two general goals of the program for graduates are:

1. Each graduate will be the most communicatively informed person in every communication situation they find themselves in, such as understanding others verbally and nonverbally in professional and personal situations.

2. Each graduate will be the most effective communicator verbally and nonverbally in each communication situation they find themselves in, such as professional and personal contexts. Furthermore, an essential part of effective communication is the ability to communicate strategically verbally and nonverbally to accomplish one's goals.

“Life is 10% what happens to you and 90% how you respond to it.”

Lou Holtz, Notre Dame Football Coach (Retired)

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Textbook Required:

Textbook and resource materials:

Required: Valenzano III, J., Broeckelman-Post, M., & Braden, S. (2022). *The Speaker's Primer*, 3e National Edition. Top Hat.

(Electronic copy information purchased at bookstore)

Required: Furlich, S. (2022). *Nonverbal Epiphany: Steps to Improve Your Nonverbal Communication*. Bowker.

University Course Catalogue Description

This course addresses how to develop and organize effective oral presentations. This class covers theories and related skills for planning, organizing, rehearsing, presenting and evaluating different types of speeches as well as rhetorical traditions, principles, and strategies used in informative, persuasive, and ceremonial speeches. Emphasis on student performance and evaluation of oral and written models of classical and contemporary speeches. Recommended for students pursuing careers in sales, human resources, training and development, teaching, law, the ministry, politics, or other professions requiring public presentations. May be taken to meet a communication requirement.

E-Mails: Label your Name, Class, and Section number, Examples: Smith, COMS 1315-01W, in e-mails such as in subject lines.

Student 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 be able to analyze, evaluate, or solve problems when given a set of circumstances, data, texts, or art.
7. In written, oral, and/or visual communication, A&M-Commerce students will communicate in a manner appropriate to audience and occasion, with an evident message and organizational structure.
8. Students will understand and practice academic honesty.
9. Students will demonstrate an understanding of societal and/or civic issues.

Prerequisites: None

Course Requirements

Minimal Technical Skills Needed

Using MyLeao DL2 Bright Space, Microsoft Word, Power Point

Student Responsibilities

Checking TAMUC email account three times a week. Checking student grades in MyLeo DL2 Bright Space, Submitting Assignments through MyLeo DL2 Bright Space in Content, Assignments, Appropriate envelopes

GRADING

Assignments will be submitted electronically through D12 Brightspace and must be received by 5:00 P.M. Central Friday the week it is assigned. This includes discussion postings. Please note the last week of class for Test 3. **Please do not send an e-mail asking if your speech was received until at least 1 week after it is due.** Answering e-mails about receiving the papers slows down the process of grading speeches. **An e-mail from the Instructor to ALL students will be sent AFTER ALL papers have been graded to notify the class that paper assignment grades have been posted.**

Please Label All Submitted Assignments with your Name, Section, & Assignment Number. Examples: Smith, 1315-01W Speech 2. Please also use these labels in e-mails, such as in subject lines. Both Paper assignments are submitted in the proper envelop in Course Shell, Content, Assignments, Proper Envelop. Tests are taken in Course Shell, Activities, Quizzes.

Final grades in this course will be based on the following scale:

Course Assignments/Assessments: The department of Literature and Languages 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:

A = 100%-90%

B = 89%-80%

C = 79%-70%

D = 69%-60%

F= 59% or Below

Assessments

**Tests = 60%; Discussion = 10%; Nonverbal Delivery Paper = 10%;
Speech 1 = 10%; Speech 2 = 10%**

*** Tests - (60%)**

20% Test 1

20% Test 2

20% Test 3

Test questions will come from the assigned chapters as well as any notes sent out. Students must take the tests without any assistance from other people. They may use their textbooks but the tests will be timed. Academic integrity is described in the student handbook for Texas A&M University-Commerce. Failure to abide by the rules outline may result in failing the class. If a week has both a test and discussion in that week, the discussion will not be part of that test but will be covered on the next test. Due to multiple sections of this class taking similar tests, **test answers will not be given after the test as to correct and incorrect answers.** The students' scores will be the feedback that they receive concerning their test performance. **Students preparing for tests should study how concepts are related to each other, how they differ, and come up with personal examples of the concepts. The test questions are usually not straight forward definitions but often give an example and ask the student which concept the example best represents.**

Discussion- (10%)

All discussions are finished by the Friday of the week they are assigned at 5:00 PM Central Time. A list of questions is given at the end of the syllabus for each section. The first student to post a comment or question for a section should consider addressing one of these questions. Students are required to **post 2 questions and respond to 2 other questions** that are posted each week. **Students need to come up with their own original questions to post and not re-post previous questions from other students or the syllabus. Likewise, students need to refrain from answering the same questions other students previously fully answered.** Some repetition is acceptable if it helps to develop the ideas and concepts. The objective is to expand and apply the course material. Students cannot post questions or comments for any section except the present one. Hence, you need to stay on top of your participation for each section. **It is helpful for viewing in DL2 Brightspace if students begin a new post with each of their original questions they post rather than connected to a previous comment or posting more than one question together.**

Nonverbal Delivery Paper: 10% Overall Grade

Nonverbal communication behaviors play an important role during presentations. The purpose of this paper is to improve your nonverbal communication delivery skills.

Furlich (2022) has several chapters addressing nonverbal communication when delivering a presentation. First, summarize the information from the assigned chapters. Secondly, describe how you can specifically use this information to improve your nonverbal communication delivery. You must use at least **5 different concepts (ideas, terms)** from Furlich (2022) addressing these areas. Clearly indicate the concepts (ideas, terms) used by underlining them. Some chapters from Furlich (2022) to address are Ch. 7, 8, 12, 13. Feel free to use more. The paper should be 1-2 pages double-spaced with one-inch margins. Submit the paper electronically in the properly labeled folder in the course.

Please submit the paper through Course Shell, Content, Assignments for this class in then the appropriate file labeled nonverbal delivery paper.

***Please only submit written assignments as attachments in WORD in Content, Assignments, Proper Envelop. Other files such as PDF files are too difficult to grade.**

*** Please save your WORD files with your last name, First Name, Speech Number.**

Each student will submit their papers through Course Shell for this class in

*** Presentations - (20%) Note: Encyclopedias and dictionaries do not count as sources.**

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

10% Presentation 2: Persuasive - With Library Sources

***Note: All speeches must be video recorded so that the speaker can be seen delivering their speech along with sound. Audio recorded only speeches will not be accepted. If the first electronic means of saving does not work FOR THE INSTRUCTOR TO VIEW, then students must try other formats. Students refusing to try these other formats will not receive a grade for that speech.**

***Note: Students must first state their name and date before beginning their speech. Students must stand up to deliver their entire speech.**

ALL SPEECHES MUST BE PAPERLESS. THIS MEANS NO PAPERS HELD DURING THE PRESENTATION. STUDENTS CAN HAVE THEIR OUTLINE FLAT ON A DESK TO ELABORATE FROM DURING THEIR PRESENTATION. NO READING SPEECHES. STUDENTS SHOULD SUBMIT THEIR OUTLINE & REFERENCE PAGE ELECTRONICALLY THROUGH *Course Shell, Content, Assignments for this class in then the appropriate file. Appropriate envelop DO NOT CHOOSE A TOPIC LISTED ON THE UNACCEPTABLE LIST.

Presentation 1: Each student will deliver an informative speech of 4:30-5:30 minutes. Each student must state their name and date before beginning and stand for the entire presentation and show at least half of themselves. Students are not allowed to wear a hat or chew gum. **Presentations that are too low in volume to hear will not be graded and can result in a 0%. Each student must state their name and class before beginning their presentation.** Please play your speech before submitting it to check the volume. 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 and using a **Visual Aid. Internet web-site sources, Wikipedia, Dictionary, Class Book will not count as part of the required 3 sources.** Using books and journal articles are encouraged to be cited during your presentation. Each student will **turn in an outline and a reference page of sources in Content, Assignments, Appropriate folder.** Points will be deducted for not abiding to the time limit. Each student will

submit their video presentation in **Content, Assignments, then the appropriate file folder**. It can be submitted in a **WORD** document with your speech link (such as uploaded on [youtube.com](https://www.youtube.com)) on the **WORD** file on top clearly labeled. ***It is helpful if all three requirements are on the same WORD file (Outline, Reference page, Speech link) with only one file submitted per student. Attachments of the presentation can also be sent as an email attachment.**

A list of Unacceptable speech topics DL2 Course Shell.

Presentation 2: Each student will deliver a persuasive speech of 4:30-5:30 minutes. Each student must state their name and date before beginning and stand for the entire presentation and show at least half of themselves. Students are not allowed to wear a hat or chew gum. **Presentations that are too low in volume to hear will not be graded and can result in a 0%. Each student must state their name and class before beginning their presentation.** Please play your speech before submitting it to check the volume. The purpose is to persuade the audience to accept the speaker's ideas about a particular issue. It is imperative for the speaker to demonstrate why his or her side of an issue is superior to the opposing one. The presentation will consist of gathering at least **3 credible outside sources in Content, Assignments, Appropriate folder** for your presentation. **Internet web-site, Wikipedia, Dictionary, Class book, sources will not count as part of the required 3 sources.** Using books and journal articles are encouraged 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 Content, Assignments, Appropriate Folder**. Each student will **submit their video presentation in Content, Assignments, then the appropriate file folder. It can be submitted in a WORD document with your speech link (such as uploaded on youtube.com) on the WORD file. *It is helpful if all three requirements are on the same WORD file (Outline, Reference page, Speech link) with only one file submitted per student. Attachments of the presentation can be sent as an email attachment.**

Be sure topics are appropriate for the class. Points will be deducted for not abiding to the time limit. **A list of Unacceptable speech topics is in DL2 Bright Space Course Shell.**

Please Label All Submitted Assignments with your Name, Section, & Assignment Number. Examples: Smith, 1315-01 Outline 2. Please also use these labels in e-mails, such as in subject lines. ALL 3 OUTLINE/ SOURCES assignments are submitted in the proper envelop in BrightSpace DL2.

Content, Assignments, and then the appropriate file.

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

Browser support

D2L is committed to performing key application testing when new browser versions are released. New and updated functionality is also tested against the latest version of supported browsers. However, due to the frequency of some browser releases, D2L cannot guarantee that each browser version will perform as expected. If you encounter any issues with any of the browser versions listed in the tables below, contact D2L Support, who will determine the best course of action for resolution. Reported issues are prioritized by supported browsers and then maintenance browsers.

Supported browsers are the latest or most recent browser versions that are tested against new versions of D2L products. Customers can report problems and receive support for issues. For an optimal experience, D2L recommends using supported browsers with D2L products.

Maintenance browsers are older browser versions that are not tested extensively against new versions of D2L products. Customers can still report problems and receive support for critical issues; however, D2L does not guarantee all issues will be addressed. A maintenance browser becomes officially unsupported after one year.

Note the following:

- Ensure that your browser has JavaScript and Cookies enabled.
- For desktop systems, you must have Adobe Flash Player 10.1 or greater.

- The Brightspace Support features are now optimized for production environments when using the Google Chrome browser, Apple Safari browser, Microsoft Edge browser, Microsoft Internet Explorer browser, and Mozilla Firefox browsers.

Desktop Support

| Browser | Supported Browser Version(s) | Maintenance Browser Version(s) |
|-------------------------------|------------------------------|--------------------------------|
| Microsoft® Edge | Latest | N/A |
| Microsoft® Internet Explorer® | N/A | 11 |
| Mozilla® Firefox® | Latest, ESR | N/A |
| Google® Chrome™ | Latest | N/A |
| Apple® Safari® | Latest | N/A |

Tablet and Mobile Support

| Device | Operating System | Browser | Supported Browser Version(s) |
|----------|------------------|-----------------------------|---|
| Android™ | Android 4.4+ | Chrome | Latest |
| Apple | iOS® | Safari, Chrome | The current major version of iOS (the latest minor or point release of that major version) and the previous major version of iOS (the latest minor or point release of that major version). For example, as of June 7, 2017, D2L supports iOS 10.3.2 and iOS 9.3.5, but not iOS 10.2.1, 9.0.2, or any other version. Chrome: Latest version for the iOS browser. |
| Windows | Windows 10 | Edge, Chrome, Firefox | Latest of all browsers, and Firefox ESR. |

- You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:

- 512 MB of RAM, 1 GB or more preferred
- Broadband connection required courses are heavily video intensive
- Video display capable of high-color 16-bit display 1024 x 768 or higher resolution
- You must have a:
 - Sound card, which is usually integrated into your desktop or laptop computer
 - Speakers or headphones.
 - *For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.
- Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. At a minimum Java 7, update 51, is required to support the learning management system. The most current version of Java can be downloaded at: [JAVA web site http://www.java.com/en/download/manual.jsp](http://www.java.com/en/download/manual.jsp)
- Current anti-virus software must be installed and kept up to date.

Running the browser check will ensure your internet browser is supported.

Pop-ups are allowed.

JavaScript is enabled.

Cookies are enabled.

- You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:
 - [Adobe Reader https://get.adobe.com/reader/](https://get.adobe.com/reader/)
 - [Adobe Flash Player \(version 17 or later\) https://get.adobe.com/flashplayer/](https://get.adobe.com/flashplayer/)
 - [Adobe Shockwave Player https://get.adobe.com/shockwave/](https://get.adobe.com/shockwave/)
 - [Apple Quick Time http://www.apple.com/quicktime/download/](http://www.apple.com/quicktime/download/)
- At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

Brightspace Support

Need Help?

Student Support

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778 or click on the or click on the words “click here” to submit an issue via email.



System Maintenance

Please note that on the 4th Sunday of each month there will be System Maintenance which means the system will not be available 12 pm-6 am CST.

Interaction with Instructor Statement

Go to the following link [Academic Success Center](#)- focused on providing academic resources to help you achieve academic success.

Interaction with Instructor Statement

The instructor will email back attachments with feedback for the two papers and exams and discussions will have grades posted for feedback.

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

Assignments will be submitted electronically through

Course Shell, Content, Assignments, and then the appropriate file

for the two speeches must be received by 5:00 P.M. Central Time Friday the week it is assigned. This includes discussion postings which are posted weekly discussion link. Please note the last week of class is not a complete week and the discussion is due the last day of class. **Please do not send an e-mail asking if your speech was received until at least 1 week after it is due.** Answering e-mails about receiving the papers slows down the process of grading speeches. **An e-mail from the Instructor to ALL students will be sent AFTER ALL speeches have been graded to notify the class that paper assignment grades have been posted.**

University Specific Procedures

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the Student Guidebook.

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Tenets of Common Behavior statement: All students enrolled at the university shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See current Student Guidebook);

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

Undergraduate Academic Dishonesty 13.99.99.R0.03

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

Graduate Student Academic Dishonesty 13.99.99.R0.10

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

TAMUC Attendance

Punctual attendance is expected on weekly assignments and tests. Excessive absences are defined by the instructor missing a weekly assignment, excused or unexcused. Attendance is measured by submitting appropriate assignments for the week such as exams or papers or posting in discussions for the week. 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.

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

* **Course Behaviors**

Students may lose 10% of their final grade or be dropped from the class for acting disrespectful the first time. This includes but is not limited to offensive comments to another student, etc. Students can receive an 'F' in the class for academic dishonesty. This includes but is not limited to cheating on tests, using previous work from another class for assignments, copying another's work from anywhere, 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 paper submission deadline 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.

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.

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.

Students with Disabilities-- 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- Room 162

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

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin,

disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

Students with complaints should first address those concerns with their instructor.

Course Schedule

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

Slight changes may be made as the semester progresses.

An important reminder:

All **Papers** and **Exams** are in bold. Notice how these are close to each other.

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

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

Fundamentals of Communication Course Schedule – Summer, 2023

| | | |
|--|--|---|
| <p><u>Dates are Monday of each week</u></p> <p>Assignments due by Friday each week 5PM Central Time USA</p> | <p><u>Our course is organized by a weekly schedule. The line in the middle does not divide the week, it is only there to present the material in a more reader friendly design.</u></p> | |
| <p>June 5</p> | <p>Discussion: Read Syllabus., Ch. 1 (Understand Public Comm.),</p> <p>Pre-Test</p> <p>ch.12, 13 (Outlining)</p> | <p>Ch. 9 (Audience Analysis)</p> <p>ch. 7 (Topic Selection,</p> <p>Ch. 15 (informative Speech)</p> <p>ch. 8 (Research & Preparation),</p> <p>Ch. 10, 18 (Support Material, Presentation Aids)</p> |
| <p>June 12</p> | <p>Test 1</p> <p>(Ch. 1, 7, 8, 9, 10, 12, 13, 15, 18) (Due Fri.)</p> <p>Discussion: Watch Informative Speech Videos (Discuss Audience analysis use, outline, use, source citing)</p> | <p>Speech 1 Due</p> <p>Discussion Con't:</p> <p>Interviewing,</p> <p>History,</p> <p>Ch. 15 Informative Speeches & also (Org. Patterns),</p> |

| | | |
|--|--|--|
| | ch. 2 (Anxiety) | Ch. 19 (language, Verbal), Deception |
| June 19 | Test 2 (ch. 2, 15, Ch. 19, Org. Patterns, History, Deception, Interviewing) (Due Fri.) | Discussion: (Listening), Ch. 32 (Business Comm.). Ch. 20 (Delivery), Ch. 16 Persuasion & also Monroe's Motivated Sequence, Ch. 3 Ethics, Ch. 4 Civility, Ch. 6 (Culture & Diversity) |
| June 26 | Speech 2 Due (Fri.) , Post-Test Read Furlich (2022) Ch. 7, 8, 12, 13 Nonverbal Delivery Paper Due Friday | Discussion: (Classroom comm..), Groups Additional Notes, Perception, Ch. 14 (Reasoning), Ch. 17 Commemorative Speeches, Ch. 21 (Practice, Delivery Transitions) |
| July 3 Discussion & Test Due July 7, Last Day of Class | Discussion: Ch. 11 (Contexts). Ch. 5 (Career Speaking) Nonverbal Comm., Ch. 22 Group Presentations | Test 3 (Ch. 3, 4, 5, 6, 11, 14, 16, 17, 20, 21, 22, 32, Classroom comm., Groups Additional, Listening, Monroe's, Nonverbal, Perception). |

Discussion Questions

Week 1: Are there any jobs that communication is not present or required? What are some similarities and differences between giving a speech and having a conversation? What does it mean that communication takes place within a system? Why is audience analysis important? How to use audience analysis?

Week 2: (Test 1, Speech 1 Due Friday). Why is speech anxiety popular? How much can speech anxiety change versus biological factors? What are some interviewing tips covered in the notes that most people are not aware of? What are some

similarities and differences between the beginning of studying public speaking and today? What are some general themes to consider when determining the truthfulness of someone?

Week 3: (Test 2). How can you help someone else become a more effective listener when you speak? When is Theory X and when is Theory Y communication most effective for a manager to use? How should ethical communication be determined? What are some persuasive techniques covered in the notes that most people are unaware of? What are some delivery techniques covered in the notes that most people are unaware of?

Week 4: (Speech 2). What is schemata and how does it impact or expectations? Motivational appeals have been used for years. Can anything be added to Monroe's motivated sequence to improve it? How much of an impact do motivational appeals have versus people's free will to choose or not to choose to buy something? How can a group be used more effectively than the individuals working separately?

Week 5: (Test 3). How do different presentation formats change the way a particular presentation is created and delivered? What are some environmental factors that impact communication? How can one change the environment to meet their particular communication goals?