I. **SPH 107 Fundamentals of Public Speaking – 3 Semester Hours; 3 Contact Hours**

II. **Course Description**
This course explores principles of audience and environment analysis as well as the actual planning, rehearsing, and presenting of formal speeches to specific audiences. Historical foundations, communication theories, and student performances are emphasized.

III. **Prerequisite**
None

IV. **Textbook**

V. **General Course Competencies**
A. The student will understand the basic organization of a speech
B. The student will demonstrate improved physical delivery skills
C. The student will analyze audiences and situations and adapt to each
D. The student will utilize rhetorical devices and persuasive strategies
E. The student will understand the speech communication process
F. The student will utilize research skills in preparation of speech assignments
G. The student will demonstrate knowledge of the history and tradition of rhetoric

VI. **Course Objectives Stated in Performance Terms**
During the course, the student will do the following under the guidance of the instructor:
A. Demonstrate understanding of the basic organization of a speech
   1. Construct speech outlines for prepared speeches
2. Exhibit knowledge of various patterns of organization for the body of a speech in classroom exercises
3. Demonstrate knowledge of various types of ceremonial/special occasion speeches
4. Use the basic parts of a speech and the purpose of each correctly in classroom speeches

B. Demonstrate improved delivery skills in class presentations
   1. Utilize appropriate eye contact in speeches
   2. Demonstrate articulation and pronunciation skills
   3. Deliver speeches with clear and understandable language
   4. Become familiar with guidelines for using the four methods of delivery
   5. Utilize extemporaneous delivery for prepared speeches
   6. Demonstrate effective nonverbal communication skills

C. Analyze audiences and situations and adapt to each
   1. Demonstrate knowledge of the differences among partisan, neutral, and hostile audiences
   2. Adapt to listener feedback during presentations
   3. Exhibit listening skills during classroom speeches
   4. Be able to determine appropriate language for different audiences
   5. Demonstrate ethical behavior in classroom speeches

D. Utilize rhetorical devices and persuasive strategies in class presentations
   1. Exhibit knowledge of attention devices in speeches and exercises
   2. Exhibit knowledge of propaganda devices in speeches and exercises
   3. Utilize the various types of evidence in speeches
   4. Exhibit use of emotional appeals in speeches
   5. Demonstrate the appropriate use of visual aids in speeches
   6. Become familiar with the uses and effects of language
   7. Exhibit knowledge of inductive and deductive reasoning
   8. Avoid reasoning fallacies in speeches

E. Understand the speech communication process
   1. Understand the relationship of the speaker, the audience, and the speech (message)
   2. Understand various aspects of credibility
   3. Conform to assigned speaking time limits
   4. Demonstrate competence in speaking to inform
   5. Demonstrate competence in speaking to persuade

F. Utilize research skills in preparation of speech assignments
   1. Determine credibility of sources
   2. Construct questionnaires and/or conduct interviews
   3. Demonstrate knowledge of using various means of evidence/support
   4. Utilize various Internet and online databases for evidence/support for presentations
   5. Conduct library research
   6. Avoid plagiarism, documenting all sources appropriately
   7. Utilize proper oral citation during presentations
G. Demonstrate knowledge of the history and tradition of rhetoric
   1. Demonstrate understanding of Aristotle’s rhetorical appeals of ethos, pathos, and logos
   2. Complete critical analyses of famous speeches such as JFK’s Inaugural Address, MLK’s “I Have a Dream,” and others

VII. Class Activities
   A. At least five graded speech presentations
   B. Other graded and ungraded speech and preparation activities
   C. Written examinations
   D. Classroom exercises and discussions
   E. Speech critiques and peer reviews

VIII. Evaluation
   Grades will be based upon A = 90-100%, B = 80-89%, C = 70-79%, D = 60-69%, and F = below 60%. Written examinations and oral performances, and written assignments will be given. A 60% grade is required to pass the course and a 70% grade will be necessary to transfer the course.

   At least 50% of the course grade will be based on speech presentations (at least 5 speeches required).
   
   Required Speeches:
   Informative Speech
   Persuasive Speech
   Demonstration Speech
   
   At least Two Others Required: (option of instructor)
   Introduction Speech
   Impromptu Speech
   Group Presentation
   Special Occasion Speech
   Debate

   At least 25% of the course grade will be based on written examinations.
   At least two exams required—midterm* and final. *Chapter quizzes may be substituted for the midterm exam. Up to 25% of the course grade will be based on other assignments:
   Speech Critiques
   Peer Evaluations
   Speech Outlines

   The minimum penalty for a plagiarized speech/outline or exam will be a zero for that assignment. Refer to the College Catalog and Student Handbook for a list of violations to the Academic Honesty Code and additional penalties which may be imposed.

IX. Attendance
   Class attendance is an essential part of the educational process at Jefferson State, and students are expected to attend all classes for which they are registered to facilitate their academic success. In general, academic performance is impacted by the number of classes a student attends. Financial Aid and other scholarship programs may require stringent attendance. Student absences in all courses (traditional, hybrid, online, etc.) are
calculated from the first official day of class. Attendance in Internet and/or Hybrid courses is based on documentable participation in class activities, such as interacting with the instructor and with enrolled students, attending required on-campus meetings and/or submitting course assignments. If a student has excessive absences and is in jeopardy of failing the course, she/he is encouraged to consult with the instructor. Instructors will not withdraw students for any reason. If a student fails to officially withdraw from a course, this failure could result in a grade of “F”. Students receiving financial aid or scholarships should consult the Financial Aid Department or their scholarship coordinator to determine how an “F” or “W” may affect their tuition assistance. Students withdrawing from a course after the Withdrawal date has passed will receive a WP (withdraw passing) or a WF (withdraw failing) in the course.

X. **Statement on Discrimination/Harassment**
The College and the Alabama State Board of Education are committed to providing both employment and educational environments free of harassment or discrimination related to an individual’s race, color, gender, religion, national origin, age, or disability. Such harassment is a violation of State Board of Education policy. Any practice or behavior that constitutes harassment or discrimination will not be tolerated.

XI. **Americans with Disabilities**
Jefferson State Community College is compliant with Section 504 of the Rehabilitation Act of 1973 and with the Americans with Disabilities Act of 1990 as amended in 2008. Students having known disabilities requiring academic accommodations should contact the ADA Accommodations Office for an appointment ([arsherman@jeffersonstate.edu](mailto:arsherman@jeffersonstate.edu)) or 205-856-6077.

XII. **Assessment of Student Learning Outcomes**
Direct assessments will be made in accordance with the current class Student Learning Outcomes (SLO). This assessment will not be used to figure grades for the class, but will be used to determine class success within current SLO addressed areas. Direct assessment SLO will change every three-year cycle.