

WAYLAND BAPTIST UNIVERSITY  
PLAINVIEW CAMPUS  
SCHOOL OF FINE ARTS

**Wayland Mission Statement:** Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

**Course Title and Number:** **Speech Communication (COMS 1301)**

**Term:** Fall 2019 VC

**Name of Instructor:** Yahui Zhang, Ph.D.

**Office Phone and Email Address:**

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**Office Hours, Building, and Location:**

Hours: F 9:30 AM – 12 noon

Office: Herral Arts Complex, room 113

**Class Meeting Time and Location:**

Blackboard

**Catalog Description:** Survey of basic processes, theories, and skills focused on developing competence in various levels of human interaction. Emphasis on research, organization, presentation, and evaluation of oral messages and presentations.

**Prerequisites:** None

**Required Textbook and Resource Materials:**

Adler, R. B., Rodman, G., & du Pre, A (2016). *Understanding human communication* (13<sup>th</sup> ed.).  
New York: Oxford University Press.

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**Optional Materials:** The companion website for 13<sup>th</sup> edition at  
<https://arc2.oup-arc.com/access/adler-uhc-13e>

**Course Outcome Competencies:**

1. Synthesize theories, principles of communication, and research into the successful preparation and delivery of presentations.

2. Demonstrate understanding of the self-concept, perception, and culture in communication on various levels in a variety of contexts.
3. Develop and apply effective verbal and nonverbal communication in interpersonal conversations, in group interactions and discussions, and in making formal speeches.
4. Understand and practice good listening.
5. Use effective interviewing skills and techniques.
6. Manifest understanding of and ability to apply persuasion theory and principles.
7. Understand and apply ethical communication principles.
8. Use research based principles to cope with communication apprehension.
9. Analyze and apply group communication theories and skills.
10. Use effective systematic problem solving skills and procedures.
11. Demonstrate effective selection and use of technology.
12. Evaluate the strengths and weaknesses of presentations.
13. Demonstrate well-designed and well-executed writing.

**Attendance Requirements:** Class attendance is mandatory. Three unexcused absences will result in the loss of a letter grade. Any student who misses 25% or more of the regularly scheduled class meetings will receive a grade of 'F' in the course.

An excused absence includes illness, family emergency or funeral (call or email the professor to let her know what is happening), attendance at an approved WBU event such as athletic team competition or academic conference (bring the notice from the appropriate sponsor), or unavoidable company travel for full-time employees. No absence will be excused without the professor's approval.

**Statement on Plagiarism and Academic Dishonesty:** Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

**Disability Statement:** In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3764. Documentation of a disability must accompany any request for accommodations.

### **Course Requirements and Grading Criteria:**

*Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Executive Vice President/Provost to the Faculty*

*Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.*

1. **Quizzes (20 points) and Final exam (40 points total):** There will be 4 quizzes (each worth 5 points) and the final exam. Quizzes and the final will cover materials in lectures, class discussions, and the textbook. A Study Guide will be provided in week 8.
2. **Presentations (130 points total)**  
 (Note: **Encyclopedias and dictionaries do not count as sources.**)  
 Presentation 1: Intro speech (5 points)  
 Presentation 2: Informative – Emphasis on content and structure with library sources (40 points)  
 Presentation 3: Persuasive – Emphasis on evidence and proof with Library Sources (40 points)  
 Presentation 4: Mock interview (5 points)  
 Presentation 5: Group Presentation with interview and library sources (Individual=40 points)

**Introduction speech (5 points):** This is a practice speech that will help us build an online learning community. Please make you memorable by telling us something unique about yourself, for example, your passion, dreams, failures, values, etc. Your speech should be between 3-5 minutes long.

**Informative speech (40 points: 30 points for presentation and 10 for outline):** In this presentation you will inform the class about an object, procedure, person, event, or idea. Your topic should interest both you and your audience. Conduct research on that topic and develop a 5-minute speech on that particular subject matter. **Points will be deducted if it is not between 4:30-5:30 minutes long.** You are to cite a minimum of 3 credible sources such as journal articles or books and 2 should be within the last four years. The delivery of the speech should be extemporaneous. On the day of your presentation, you will turn in your outline with a reference page following either APA or MLA style. If you are in doubt of the appropriateness of your topic, get it approved by me first.

**Persuasive speech (40 points: 30 points for presentation and 10 for outline):** This presentation will be delivered extemporaneously and be 5-7 minutes long. Please select a controversial topic of local, state, national, or international significance. You must attempt to persuade your audience on a proposition of fact, policy, or value. Research will help you build speaker credibility and develop your points. Therefore, you are expected to use a minimum of 4 sources for this speech. On the day of your presentation, you will turn in your outline with a reference page.

**Mock interview (5 points):** I will provide you with a list of frequently asked questions for job interviews and you are required to choose at least 5 questions to answer. This activity will help you improve your interviewing skills. The answer to each question should be designed as a mini-persuasion/presentation with general statements and specific evidence.

**Group presentation (40 points: 30 for presentation and 10 for outline):** This presentation entails groups of 3-4 students working together. Ideally, your group will decide on a topic that is related

to interpersonal relationship. But if you are interested in other topics, please make sure that you get my approval before you proceed with the research. Then each person will conduct library research. If your topic is interpersonal in nature, you can conduct an interview with someone who is experienced in that area. Your interview will be used as one source. Please integrate it into your main points. Each member of the group will then present one aspect of the project to the class in a 5-minute presentation and cite at least **4 credible sources**. **Points will be deducted if it is not between 4:30-5:30 minutes long**. Hence, if you have 4 group members, your group speech length should be about 20 minutes. Along with an introduction and conclusion to the entire presentation, each speaker should provide a mini-introduction and conclusion to his or her segment. Like the introduction, transitions are important to help listeners follow the structure of a group presentation. Work as a group to plan the introduction, conclusion, and transitions of your group presentation. **The key is to synthesize the material together as a group presentation!** Each student will receive a grade based upon his/her individual presentation. Each student will **turn in an outline of his/her part of the speech and a reference page**.

**Note:** Point deductions will be given to students who do not fully participate in their group discussion and preparation process.

\*Please get familiar with VidGrid in Blackboard system or open an account on YOUTUBE. All your speeches need to be videotaped and made accessible on the assigned weekly Discussion Forum.

\*All three outlines must be typed (12-point font size) and single-spaced with 1 inch margins.

3. **Self-evaluation of presentation** (10 points): In a minimum of two pages (typed, double-spaced, 1 inch margins, 12-point font size, times new roman), address at least two of the following areas about either your informative or persuasive presentation: topic and purpose, organization, supporting materials, audience adaptation, and language; and delivery (vocal and other nonverbal); and overall assessment. Please incorporate both the strengths and weaknesses in your speech while also noting the ways your public communication can be improved.

**FORMAT OF WRITTEN ASSIGNMENTS:** All work must be typed and double-spaced unless otherwise noted. Outlines should follow APA style, have one-inch margins, and use a standard 12-point font (Times New Roman, Calibri, or Ariel). Please proofread your work carefully for spelling or grammatical errors. You will lose points for excessive grammatical or spelling errors.

4. **Online Blackboard discussions and participation** (100 points): Besides the assignments and exams described above, there are 100 points reserved for online Blackboard discussions.

In order to be successful in an online class, you are expected to be a fully engaged member of our learning community by participating in class discussions and activities. Every week I will post questions for discussions or have activities for you to complete. All discussions and activities should be completed by midnight Central time on Sundays of the weeks they are assigned. For each missed online discussion, 10 points will be deducted and you will also be counted as absent.

***Weekly Discussion Forum will only be active and accessible for one week. Make sure you turn in your posts in a timely manner.***

Your answer or comment should be at least 80-100 words long and in complete sentences following the convention of good writing (5 point); and demonstrate level-two or level-three thinking (5) – you have to show your competency in applying, analyzing, synthesizing, and evaluating. [To post on Discussion Board, follow these steps: <https://wbu.blackboard.com/>, username and password, log in, My Courses, Speech Communication, Discussion Board, Forum (Week 1, 2, 3 etc.), Create Thread, Submit]. You will earn 7 (acceptable), 8 (proficient), 9 (advanced), or 10 (superior) depending on the quality of your writing and thinking.

#### **5. Missed Assignments and Late Work**

Makeup opportunities for assignments/speeches are only offered in the case of **excused absences**. Makeup assignments must take place or be handled within **1 week** of the original presentation date or due date, or you will receive *0 points* for that assignment. ***When you miss class for an unexcused absence, no makeups are offered.***

#### **Grading Scale**

300-270 = A    269-240 = B    239-210 = C    209-180 = D    179-Below = F

## Tentative 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.

Weeks	Topics	Assignments
1	Intro & Ch. 1 & Ch. 5	Weekly Discussion
2	Ch. 4 & Ch. 6	Weekly Discussion <b>Self-introduction speech</b>
3	Ch. 11 & Ch. 12 & 13	Weekly Discussion
4	Ch. 12 & 13	<b>Informative Speech</b>
5	Ch. 14	Weekly Discussion
6	Ch. 14	<b>Persuasive speech</b>
7	Ch. 2 & Ch. 3	Weekly Discussion
8	Ch. 7 & Ch. 8	Weekly Discussion <b>Self-Evaluation paper</b>
9	Ch. 9 & 10 & Job Interview	Weekly Discussion <b>Mock Interview</b>
10	Group work and final exam	<b>Group Presentation</b>
11	Reflections and feedback	

## Additional Information:

**Email:** Your Wayland email address is the official line of communication between you and the university. You must make sure your email address is established, functioning and is also **monitored at least once a day** as you will receive important information about your classes, financial aid, billing, emergency situations, etc. through this email.

**Blackboard:** Please check your grades regularly on the Blackboard throughout the semester and report any discrepancy you find promptly to ensure accuracy of the grade book.