

UW-Stevens Point Division of Communication
Communication 101: Fundamentals of Oral Communication
Fall 2017 Course Syllabus

M/W 8AM – 9:15AM, CAC 237

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Course Description

The need to communicate is universal and unavoidable. Regardless of whether you're selling cars, working as a Park Ranger, coaching a soccer team for the YMCA, conducting research, working as a mechanic, teaching, managing a Wendy's, developing software, or just hanging out with friends – those who know how to communicate effectively with others will succeed. In this class you'll learn how to interact with people effectively when delivering a public presentation. However, the verbal and nonverbal skills you'll learn are transferrable to dozens of other oral communication activities (e.g., job interviews, elevator talks, training and teaching situations, networking, negotiation, etc.) This class can help you be more successful in your degree, your career, and your life if you commit yourself to learn and practice the principles we'll cover.

Learning Outcomes

Upon completion of this course, students will be able to:

1. **Research, write, and deliver** effective presentations to large and small audiences.
2. **Critically evaluate** the credibility and overall merit of informative messages and persuasive appeals.
3. **Identify, describe, and explain** the central concepts and principles of oral communication.

Required Materials

- **Textbook:** Gunn, J. (2018). *Speech Craft (1st edition)*. Boston: Bedford/St. Martin's
- **D2L Access:** Contact UWSP IT Help Desk if you need help logging on, etc.
- **Two-pocket Paper Folder**
- **USB Storage Drive**

Course Assignments & Grading

Graded Work	Points
Presentations	350
P1: Informative Presentation	100
P2: Persuasive Presentation	150
P3: Commemorative	100
Activities	75
Community Involvement Paper	25
Participation & In-class Activities	50
Quizzes & Tests (via D2L)	125
Quizzes	50
Final Test (Cumulative)	75
	550

Final Grade Percentage Distributions

(Final letter grades will be assigned using this percentage scale)

A	= 95% and up
A-	= 90 – 94.9%
B+	= 88% - 89.9%
B	= 85%-87.9%
B-	= 80% - 84.9%
C+	= 78% - 79.9%
C	= 75% - 77.9%
C-	= 70% - 74.9%
D	= 60 - 69.9%
F	= 59.9% or less

All assignment descriptions available via D2L.

Grading Rubric Used for Presentation Evaluations

* criteria adapted from *National Communication Association Standards for Public Speaking*

C = “average presentation” (C+, C, or C- based on quality) should accomplish the following:

1. Conform to the kind of presentation assignment given – informative, persuasive, etc.
2. Be ready for presentation on the assigned date.
3. Conform to the time limit
4. Fulfill any special requirements of the assignment – preparing an outline, using visual aids, conducting an interview, etc.
5. Have a clear specific purpose and central idea.
6. Have an identifiable introduction, body, and conclusion.
7. Show reasonable directness and competence in delivery.
8. Be free of serious errors in grammar, pronunciation, and word usage.

B = “above average presentation” (B+, B, or B- based on quality) should meet all of the highest “C” criteria, and also:

1. Deal with a challenging topic.
2. Fulfill all major functions of an introduction and conclusion.
3. Display clear organization of main points and supporting materials.
4. Support main points with evidence that meets the test of accuracy, relevance, objectivity, and sufficiency.
5. Exhibit proficient use of connectives – transitions, internal previews, internal summaries, and signposts.
6. Be delivered skillfully enough so as not to distract attention from the presenter’s message

A = “superior presentation” (A or A- based on quality) should meet all the highest “B” and “C” criteria and also:

1. Constitute a genuine contribution by the presenter to the knowledge or beliefs of the audience.
2. Sustain positive interest, feeling, and/or commitment among the audience.
3. Contain elements of vividness and special interest in the use of language.
4. Be delivered in a fluent, polished manner that strengthens the impact of the speaker’s message.

D or F = “below average or failing presentation” that is seriously deficient in the criteria required for the C speech due to one or more of the following:

1. Fails to accomplish most obvious requirements of the assignment
2. Performance demonstrates obvious lack of preparation
3. Missing the required bibliography/works cited (receives a “0” on assignment) which constitutes incremental plagiarism.
4. Does not deliver presentation on assigned day or delivers on a topic other than what has been assigned

General Course Policies

Attendance:

Attendance at each class is mandatory. You must be present to learn this material. To ensure attendance, I will take role at the start of each class and update D2L attendance records twice each semester (mid-term and prior to the final test). Please keep track of your own attendance and talk with me if you have any questions. If you miss a class you miss any activities scheduled for that day and it is your responsibility to get discussion notes from another student.

Avoid being absent for non-critical reasons since **unexcused absences beyond 2 absences will result in a full-letter grade drop per additional absence (e.g., 3 total unexcused absences = 1 letter grade drop on final grade, 4 total unexcused absences = 2 letter grade drop on final grade, etc.)** The only exception to this is if you have a contagious illness and cannot deliver a scheduled presentation for that reason or due to an unexpected and serious personal emergency. If this is the case, you **MUST** email me **BEFORE** class to be eligible to reschedule your presentation and receive credit. Exceptions to this rule are rare and handled on a case-by-case basis based on the causes for excessive absences, review of previous course assignment performance, class participation, and overall effort.

Tardy:

Students more than 15 minutes late to class will be counted as absent. Please arrange your schedule to arrive to class on time.

Late Work:

Late work is not accepted. Turn assignments in on time and deliver presentations on the day you are assigned. Each student is required to know when posted assignments are due, to ask about deadline changes when absent, and to turn assigned materials in on time. Students must have access to reliable and up to date computer equipment as part of this course. Avoid missing deadlines and being late on a presentation day by planning ahead.

Make up Work:

Missing class means missing course credit offered for in-class activities, exams, and presentations. Students who miss class must contact a fellow class member to get discussion notes.

Students with Disabilities

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 believe you have a disability requiring an accommodation, please contact the Office of Disability Services, Student Services Center Room 103, call 715-346-3365, or email disserv@uwsp.edu.

Academic Integrity

Be honest in what you do in this class. Do your own work in this course and uphold the UWSP tradition of integrity and hard work. Plagiarism is a big deal here and is not tolerated in any instructor's classroom. Those caught plagiarizing will face charges of academic misconduct which can result severe consequences ranging from a failing grade on the assignment, failing the course, and/or university expulsion. Talk with your instructor and/or refer to Chapter 14 of the Wisconsin Administrative Code: "Student Academic Standards and Disciplinary Procedures" (<http://www.uwsp.edu/admin/stuaffairs/rights/rightsChap14.pdf>) if you have any questions.

Community Rights and Responsibilities

As a UWSP student you have specific rights and responsibilities. You have the right to receive fair and equitable evaluations based on course objectives outlined in the syllabus and without reference to personal or political views. You have the right to expect timely and accurate information and feedback about your progress and achievements in this course. You also have the responsibility to participate fully in the learning experience and to complete all course requirements. Please refer to the following link for more specific rights and responsibilities afforded to you as a UWSP student: <http://www.uwsp.edu/admin/stuaffairs/rights/rightsCommBillRights.pdf>.

COMM 101 Section 38 Course Calendar

(Subject to change by notification of instructor)

Assignments listed in the Due column should be completed before class on the day scheduled below

Week	Date	Discussion Topic/Activity	Due
1	Online Coursework– Due this Week		
	<ul style="list-style-type: none"> ▪ Go to Course D2L Website to Complete Week 1 Coursework ▪ Take Quiz 1 (closes Friday, 09/08 at 11:59pm) 		
	09/06	<ul style="list-style-type: none"> • Overview of Course • Syllabus review • Class/Instructor Introductions • Speech Genres 	READ: General Course Syllabus, Section Detail, Chapters 1, 12 Login to Comm 101 Course D2L Website
2	Online Coursework– Due this Week		
	<ul style="list-style-type: none"> ▪ Go to Course D2L Website to Complete Week 2 Coursework ▪ Take Quiz 2 (closes Monday, 09/11 at 7am) 		
	09/11	<ul style="list-style-type: none"> • Informative Presentation Overview • Communication Model • Informative Speaking • Listening & Ethics 	READ: <ul style="list-style-type: none"> • Informative Presentation Assignment Description (Available on D2L) • Chapters 2, 14
	09/13	<ul style="list-style-type: none"> • Audience • Selecting a Topic and Purpose 	READ: Chapters 3, 4
3	Online Coursework– Due this Week		
	<ul style="list-style-type: none"> ▪ Go to Course D2L Website to Complete Week 3 Coursework ▪ Take Quiz 3 (closes Monday, 09/18 at 7am) 		
	09/18	<ul style="list-style-type: none"> • Researching Your Topic • Developing and Supporting Ideas 	READ: Chapters 5, 6
	09/20	<ul style="list-style-type: none"> • Organizing and Outlining 	READ: Chapter 7
4	Online Coursework– Due this Week		
	<ul style="list-style-type: none"> ▪ Go to Course D2L Website to Complete Week 4 Coursework ▪ Take Quiz 4 (closes Monday, 09/25 at 7am) 		
	09/25	<ul style="list-style-type: none"> • Organizing and Outlining Cont'd • Introductions and Conclusions 	READ: Chapters 7, 8
	09/27	<ul style="list-style-type: none"> • Style and Delivery • Presentation Aids 	READ: Chapters 10, 11

5	Online Coursework– Due this Week		
	<ul style="list-style-type: none"> ▪ Go to Course D2L Website to Complete Week 5 Coursework ▪ Take Quiz 5 (closes Monday, 10/02 at 7am) 		
	10/02	Informative Presentations – Day 1	DUE: Presenter Folders (see assignment description for what to include)
10/04	Informative Presentations – Day 2	DUE: Presenter Folders (see assignment description for what to include)	
6	Online Coursework– Due this Week		
	<ul style="list-style-type: none"> ▪ Go to Course D2L Website to Complete Week 6 Coursework ▪ Take Quiz 6 (closes Monday, 10/09 at 7am) 		
	10/09	Informative Presentations – Day 3	DUE: Presenter Folders (see assignment description for what to include)
10/11	<ul style="list-style-type: none"> • Persuasive Presentation Overview • Persuasive Speaking & Monroe’s Motivated Sequence • Audience 	READ: <ul style="list-style-type: none"> • Persuasive Presentation Assignment Description (Available on D2L) • Chapters 3, 15 	
7	Online Coursework– Due this Week		
	<ul style="list-style-type: none"> ▪ Go to Course D2L Website to Complete Week 7 Coursework ▪ Take Quiz 7 (closes Monday, 10/16 at 7am) 		
	10/16	<ul style="list-style-type: none"> • Making Arguments 	READ: Chapter 16
10/18	<ul style="list-style-type: none"> • Making Arguments Cont’d 	READ: Chapter 16	
8	Online Coursework– Due this Week		
	<ul style="list-style-type: none"> ▪ Go to Course D2L Website to Complete Week 8 Coursework ▪ Take Quiz 8 (closes Monday, 10/23 at 7am) 		
	10/23	Presentation Workshop Day	
10/25	Persausive Presentations – Day 1	DUE: Presenter Folders (see assignment description for what to include)	
9	Online Coursework– Due this Week		
	<ul style="list-style-type: none"> ▪ Go to Course D2L Website to Complete Week 9 Coursework ▪ Take Quiz 9 (closes Monday, 10/30 at 7am) 		
	10/30	Persausive Presentations – Day 2	DUE: Presenter Folders (see assignment description for what to include)
11/01	Persausive Presentations – Day 3	DUE: Presenter Folders (see assignment description for what to include)	

10	Online Coursework– Due this Week		
	<ul style="list-style-type: none"> ▪ Go to Course D2L Website to Complete Week 10 Coursework ▪ Take Quiz 10 (closes Monday, 11/06 at 7am) 		
	11/06	Persausive Presentations – Day 4	DUE: Presenter Folders (see assignment description for what to include)
11/08	Persausive Presentations – Day 5	DUE: Presenter Folders (see assignment description for what to include)	
11	Online Coursework– Due this Week		
	<ul style="list-style-type: none"> ▪ Go to Course D2L Website to Complete Week 11 Coursework ▪ Take Quiz 11 (closes Monday, 11/13 at 7am) 		
	11/13	<ul style="list-style-type: none"> • Commemorative Presentation Overview • Celebratory (Commemorative) Speaking 	READ: <ul style="list-style-type: none"> • Commemorative Presentation Assignment Description (Available on D2L) • Chapter 13
11/15	<ul style="list-style-type: none"> • Style, Language, and Delivery 	READ: Chapters 9, 10	
12	Online Coursework– Due this Week		
	<ul style="list-style-type: none"> ▪ Go to Course D2L Website to Complete Week 12 Coursework ▪ Take Quiz 12 (closes Monday, 11/20 at 7am) 		
	11/20	Presentation Workshop Day	
	11/22	No Class – work on Commemorative Presentations	
	Thanksgiving Holiday <ul style="list-style-type: none"> – Begins Wednesday, November 22 at 6pm – No Classes Thursday, November 23 & Friday, November 24 		
13	No Online Coursework Due this Week		
	11/27	Commemorative Presentation – Day 1	DUE: Presenter Folders (see assignment description for what to include)
	11/29	Commemorative Presentation – Day 2	DUE: Presenter Folders (see assignment description for what to include)
14	No Online Coursework Due this Week		
	12/04	Commemorative Presentation – Day 3	DUE: Presenter Folders (see assignment description for what to include)
	12/06	Commemorative Presentation – Day 4	DUE: Presenter Folders (see assignment description for what to include)

15	Online Coursework– Due this Week		
	<ul style="list-style-type: none"> ▪ Go to Course D2L Website to Complete Week 15 Coursework ▪ Take Pre-Test for Comm 101 Final (closes Monday, 12/11 at 7am) 		
	12/11	Review for Final Test Chapters 1-8	DUE: Community Involvement Paper (D2L Dropbox closes at 11:59pm, Wednesday 12/13)
12/13	Review for Final Test Chapters 9-16		
16	UW-Stevens Point FINALS WEEK		
	The Comm 101 Final Test opens in D2L on Dec. 18 th at 12:00am and closes on Dec.22 nd at 11:59pm		
	<p><i>Students may take this open book, open notes cumulative final exam anytime while the test is open. If you have quiz/test accommodations, please ensure your assigned Discussion Session Instructor is aware of your needs at least 2 weeks prior to the open date of the final exam.</i></p>		

Class Member Contact Information:

To ensure you have someone to contact if you are absent, ask a few class members for the following information early in the semester – then you won't have to worry about who to call for notes, etc.

Class Member	Name	Email	Other contact info
1			
2			
3			

AFTER SIGNING, REMOVE THIS PAGE AND RETURN TO YOUR ASSIGNED INSTRUCTIONAL ASSISTANT

COMM 101 Student Recognition of Course Policies

I have read and fully understand the general course policies regarding absences, late work, and make-up work. I recognize it is also my responsibility to read and abide by all guidelines posted on D2L related to this course (e.g., written work, support materials, etc.) I understand it is my responsibility to follow the stated course policies and that failure to do so will result in established penalties:

First and Last Name (please print):	
Signature:	Today's Date:
Name of Discussion Instructor:	Section #: