

Basic Course Information

Semester:	Fall 2021	Instructor Name:	Alma Castro
Course Title & #:	Comm 100	Email:	Alma.castro@imperial.edu
CRN #:	10829	Webpage (optional):	
Classroom:	Centi- D Yard	Office #:	
Class Dates:	August 16 - December 11	Office Hours:	Through Correspondence
Class Days:	Correspondence	Office Phone #:	
Class Times:	Asynchronous	Emergency Contact:	
Units:	3.0		

Course Description

Training in the fundamental processes involved in oral communication with an emphasis on organizing material, outlining, constructing, and delivering various forms of speeches. (Formerly SPCH 100) (C-ID COMM 110) (CSU, UC)

Course Prerequisite(s) and/or Corequisite(s)

Student Learning Outcomes

Upon course completion, the successful student will have acquired new skills, knowledge, and or attitudes as demonstrated by being able to:

Use the three-part deductive pattern of organization and apply the extemporaneous style of delivery when presenting the required informative speech of 4-6 minutes. (ILO1, ILO2, ILO3, ILO4, ILO5)

Deliver an organized informative speech to class audience members. The speech must adhere to specific time restrictions and requirements, as assigned by the instructor. (ILO1, ILO2, ILO3, ILO4, ILO5)

Prepare and present a visual aid that illustrates a specific point. (ILO1,ILO3,ILO4)

Use statistics, quotations, definitions and detailed illustrations as supporting materials. (ILO1, ILO2, ILO3, ILO4, ILO5)

identify the components of the nonverbal delivery process which includes eye contact, rate/pause, appearance. (ILO1, ILO2, ILO3, ILO4, ILO5)

Course Objectives

Upon satisfactory completion of the course, students will be able to:

- Define, explain and apply the principles of oral communication
- Incorporate and demonstrate ethical practices in all phases of speech preparation
- Acquire, organize, interpret and utilize research materials
- Analyze and adapt a speech topic to a variety of diverse audiences
- Develop a clear, cohesive thesis and create a concise speech outline
- Compose, organize and present to a live audience relevant speeches to introduce, inform and persuade
- Demonstrate the characteristics of effective delivery
- Support speech context through utilizing effective visual aids
- Analyze and evaluate live or recorded speeches
- Demonstrate active listening skills
- Recognize the elements of and demonstrate effective techniques for reducing communication apprehension

Textbooks & Other Resources or Links

Lucas, Stephen. *The Art of Public Speaking*. 13th. Edition **(Mandatory)**
McGraw-Hill
ISBN: 9781260412932.

Supplementary readings, texts, and workbooks as assigned by the instructor.

Course Requirements and Instructional Methods

- **Speeches**
Speeches presented in this class will account for most of your course grade. All speeches may be delivered with speaking notes. Some speeches will require audio, visual aids. All speeches require you to turn in an outline and work cited page. Please follow MLA formatting for these citations. You will be delivering several mandatory speeches during the course including:
 1. Introductory Speeches (2 minutes)
 2. Present Fallacies in Advertisement or in Political Speeches (3-5 minutes)
 3. Informative/Demonstrative Speech (5-7 minutes)
 4. Persuasive Speech (6 - 8 minutes)

You will be instructed on the details on these types of speeches at an appropriate time.

- **Study Guides**
In this course you will be assigned specific chapters for each of the 4 Modules from your textbook, *The Art of Public Speaking*. As you are reading, you will create a study guide for each Module (total of 4 study guides) which may include key term definitions for each assigned chapter, any concepts, and/ or comments on something you find interesting. These notes and definitions must include page numbers from the textbook. You may include quotes or anything else that will help you study for the final exam. You will turn these in the day of the final exam for

a grade. These are your study guides; there is no required word or page limit.

- **Quizzes**

In this course, you will be quizzed on every assigned chapter from the course textbook. Quizzes may be a combination of true/false, multiple-choice, fill in the blanks, and short answer questions.

- **Since we will only meet on specific dates for presentations of speeches and quizzes/ exams, all lectures will come from your textbook, *The Art of Public Speaking*. Lecture Outline (not in any specific order)**

1. Speech skills and practice
2. Ethical practices in speech composition and delivery
3. Organization
4. Use of supporting materials
5. Delivery
6. Introduction to rhetorical theory/persuasion
7. Methods of research
8. Reduction of communication apprehension
9. Listening
10. Topic selection
11. Analysis of diverse audiences
12. Evaluation and criticism of live and recorded speeches

- **Out of Class Assignments:** The Department of Education policy states that one (1) credit hour is the amount of student work that reasonably approximates not less than one hour of class time and two (2) hours of out-of-class time per week over the span of a semester. WASC has adopted a similar requirement.

Course Grading Based on Course Objectives

In this course, you will be evaluated on:

- How well you deliver your speeches
- How clearly organized and well-written your outlines are
- Speech content analysis
- How well you cite evidence from your research in your outlines and when presenting
- How effectively you use your visual aids
- Quizzes and Final Exam on chapter readings and study guides
- Homework, attendance, and participation

Assignments	#	Points
Quizzes	3	25 Pts. each
Key Terms and Critical Thinking Exercises	17	15 Pts. each
250-word written Topic Proposal	2	20 Pts. each
Topic Proposal Presentation	2	15 Pts. each
Self-Introduction Speech	1	50 Pts.
Classmate Introduction Speech	1	50 Pts.
Fallacy Presentation	1	50 Pts.
Informative/ Demonstrative Speech	1	100 Pts.
Persuasive Speech	1	150 Pts.
Study Guides	4	25 Pts. each
Final Exam	1	100 Pts.
Total Possible Points		1000 Points

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	59-0%
I	Depending on Circumstance

- A more detailed grade can be found on Canvas.

Attendance

- A student who fails to attend the first meeting of a class or does not complete the first mandatory activity of an online class will be dropped by the instructor as of the first official meeting of that class. Should readmission be desired, the student’s status will be the same as that of any other student who desires to add a class. It is the student’s responsibility to drop or officially withdraw from the class. See [General Catalog](#) for details.

- Regular attendance in all classes is expected of all students. A student whose continuous, unexcused absences exceed the number of hours the class is scheduled to meet per week may be dropped. For online courses, students who fail to complete required activities for two consecutive weeks may be considered to have excessive absences and may be dropped.
- Absences attributed to the representation of the college at officially approved events (conferences, contests, and field trips) will be counted as ‘excused’ absences.

Classroom Etiquette

- When attending class, please demonstrate respect for the speaker(s).
 - Do not distract or interrupt the speaker when delivering a speech by talking with other students.
 - Do not enter or leave the classroom on days when we will be presenting speeches. If you are late on delivery days, please come in quietly and quickly.
 - Always show respect and give your full attention to the speaker. Remember that a very important part of this class is to demonstrate your ability to listen responsibly.
- Electronic Devices: Cell phones and electronic devices must be turned off and put away during class unless otherwise directed by the instructor.
- Food and Drink are prohibited in all classrooms. Water bottles with lids/caps are the only exception. Additional restrictions will apply in labs. Please comply as directed by the instructor.
- Disruptive Students: Students who disrupt or interfere with a class may be sent out of the room and told to meet with the Campus Disciplinary Officer before returning to continue with coursework. Disciplinary procedures will be followed as outlined in the [General Catalog](#).
- Children in the classroom: Due to college rules and state laws, only students enrolled in the class may attend; children are not allowed.

Online Netiquette

- What is netiquette? Netiquette is internet manners, online etiquette, and digital etiquette all rolled into one word. Basically, netiquette is a set of rules for behaving properly online.
- Students are to comply with the following rules of netiquette: (1) identify yourself, (2) include a subject line, (3) avoid sarcasm, (4) respect others’ opinions and privacy, (5) acknowledge and return messages promptly, (6) copy with caution, (7) do not spam or junk mail, (8) be concise, (9) use appropriate language, (10) use appropriate emoticons (emotional icons) to help convey meaning, and (11) use appropriate intensifiers to help convey meaning [do not use ALL CAPS or multiple exclamation marks (!!!!)].

Academic Honesty

Academic honesty in the advancement of knowledge requires that all students and instructors respect the integrity of one another’s work and recognize the important of acknowledging and safeguarding intellectual property.

There are many different forms of academic dishonesty. The following kinds of honesty violations and their definitions are not meant to be exhaustive. Rather, they are intended to serve as examples of unacceptable academic conduct.

- Plagiarism is taking and presenting as one’s own the writings or ideas of others, without citing the

source. You should understand the concept of plagiarism and keep it in mind when taking exams and preparing written materials. If you do not understand how to “cite a source” correctly, you must ask for help.

- Cheating is defined as fraud, deceit, or dishonesty in an academic assignment, or using or attempting to use materials, or assisting others in using materials that are prohibited or inappropriate in the context of the academic assignment in question.

Anyone caught cheating or plagiarizing will receive a zero (0) on the exam or assignment, and the instructor may report the incident to the Campus Disciplinary Officer, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action. Please refer to the [General Catalog](#) for more information on academic dishonesty or other misconduct. Acts of cheating include, but are not limited to, the following: (a) plagiarism; (b) copying or attempting to copy from others during an examination or on an assignment; (c) communicating test information with another person during an examination; (d) allowing others to do an assignment or portion of an assignment; (e) using a commercial term paper service.

Additional Student Services

Imperial Valley College offers various services in support of student success. The following are some of the services available for students. Please speak to your instructor about additional services which may be available.

- **CANVAS LMS.** Canvas is Imperial Valley College’s main Learning Management System. To log onto Canvas, use this link: [Canvas Student Login](#). The [Canvas Student Guides Site](#) provides a variety of support available to students 24 hours per day. Additionally, a 24/7 Canvas Support Hotline is available for students to use: 877-893-9853.
- **Learning Services.** There are several learning labs on campus to assist students through the use of computers and tutors. Please consult your [Campus Map](#) for the [Math Lab](#); [Reading, Writing & Language Labs](#); and the [Study Skills Center](#).
- **Library Services.** There is more to our library than just books. You have access to tutors in the [Study Skills Center](#), study rooms for small groups, and online access to a wealth of resources.

Disabled Student Programs and Services (DSPS)

Any student with a documented disability who may need educational accommodations should notify the instructor or the [Disabled Student Programs and Services](#) (DSP&S) office as soon as possible. The DSP&S office is located in Building 2100, telephone 760-355-6313. Please contact them if you feel you need to be evaluated for educational accommodations.

Student Counseling and Health Services

Students have counseling and health services available, provided by the pre-paid Student Health Fee.

- **Student Health Center.** A Student Health Nurse is available on campus. In addition, Pioneers Memorial Healthcare District provide basic health services for students, such as first aid and care for minor illnesses. Contact the IVC [Student Health Center](#) at 760-355-6128 in Room 1536 for more information.
- **Mental Health Counseling Services.** Short-term individual, couples, family and group counseling services are available for currently enrolled students. Services are provided in a confidential,

supportive, and culturally sensitive environment. Please contact the IVC Mental Health Counseling Services at 760-355-6310 or in the building 1536 for appointments or more information..

Veteran's Center

The mission of the [IVC Military and Veteran Success Center](#) is to provide a holistic approach to serving military/veteran students on three key areas: 1) Academics, 2) Health and Wellness, and 3) Camaraderie; to serve as a central hub that connects military/veteran students, as well as their families, to campus and community resources. Their goal is to ensure a seamless transition from military to civilian life. The Center is located in Building 600 (Office 624), telephone 760-355-6141.

Extended Opportunity Program and Services (EOPS)

The Extended Opportunity Program and Services (EOPS) offers services such as priority registration, personal/academic counseling, tutoring, book vouchers, and community referrals to qualifying low-income students. EOPS is composed of a group of professionals ready to assist you with the resolution of both academic and personal issues. Our staff is set up to understand the problems of our culturally diverse population and strives to meet student needs that are as diverse as our student population.

Also under the umbrella of EOPS our CARE (Cooperative Agency Resources for Education) Program for single parents is specifically designed to provide support services and assist with the resolution of issues that are particular to this population. Students that are single parents receiving TANF/Cash Aid assistance may qualify for our CARE program, for additional information on CARE please contact Lourdes Mercado, 760-355- 6448, lourdes.mercado@imperial.edu.

EOPS provides additional support and services that may identify with one of the following experiences:

- Current and former foster youth students that were in the foster care system at any point in their lives
- Students experiencing homelessness
- Formerly incarcerated students

To apply for EOPS and for additional information on EOPS services, please contact Alexis Ayala, 760-355-5713, alexis.ayala@imperial.edu.

Student Equity Program

- The Student Equity Program strives to improve Imperial Valley College's success outcomes, particularly for students who have been historically underrepresented and underserved. The college identifies strategies to monitor and address equity issues, making efforts to mitigate any disproportionate impact on student success and achievement. Our institutional data provides insight surrounding student populations who historically, are not fully represented. Student Equity addresses disparities and/or disproportionate impact in student success across

disaggregated student equity groups including gender, ethnicity, disability status, financial need, Veterans, foster youth, homelessness, and formerly incarcerated students. The Student Equity Program provides direct supportive services to empower students experiencing insecurities related to food, housing, transportation, textbooks, and shower access. We recognize that students who struggle meeting their basic needs are also at an academic and economic disadvantage, creating barriers to academic success and wellness. We strive to remove barriers that affect IVC students' access to education, degree and certificate completion, successful completion of developmental math and English courses, and the ability to transfer to a university. Contact: 760.355.5736 or 760.355.5733 Building 100.

- The Student Equity Program also houses IVC's Homeless Liaison, who provides direct services, campus, and community referrals to students experiencing homelessness as defined by the McKinney-Vento Act. Contact: 760.355.5736 Building 100.

Student Rights and Responsibilities

Students have the right to experience a positive learning environment and to due process of law. For more information regarding student rights and responsibilities, please refer to the IVC [General Catalog](#).

Information Literacy

Imperial Valley College is dedicated to helping students skillfully discover, evaluate, and use information from all sources. The IVC [Library Department](#) provides numerous [Information Literacy Tutorials](#) to assist students in this endeavor.

Anticipated Class Schedule/Calendar

Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
Module 1 August 16- September 9	<ul style="list-style-type: none"> • Read Syllabus • Read Chapters 1-4 of <i>The Art of Public Speaking</i> • Self-Introduction Speech- Presentation Max time is 2 minutes • Introduce a Person of your Choice Speech – Presentation Max time is 2 minutes <ol style="list-style-type: none"> 1. READ Chapter 1 through 4 of <i>The Art of Public Speaking</i> 2. CREATE your own Study Guide as you read. You will turn all study guides at the end before the final exam on December 9, 2021. HOMEWORK for each chapter assigned. 3. DEFINE each Key Term in your OWN words. 	Due September 9 1. Turn in full-sentence outline for Self-Introduction Speech and for Introduction Speech. 2. Deliver Self-Intro speech. You may use speaking notes. 3. Deliver Introduction Speech w/ speaking notes. Turn in Key Terms and Critical Thinking Exercises for Chapters 1-4.

	<ol style="list-style-type: none"> 4. ANSWER all questions in the Exercises for Critical Thinking sections of each chapter assigned. 5. CREATE a speech introducing yourself. Make sure you create a full-sentence outline and speaking notes. 6. CREATE a speech introducing a person of your choice. Make sure you create a full-sentence outline and speaking notes. 	<p>4. Take Comprehensive QUIZ for chapters 1-4.</p> <p>* Speaking notes are used to help you remember main points and you DO NOT have to turn them in.</p>
<p>Module 2 September 10- October 7</p>	<ul style="list-style-type: none"> • Read Chapters 5, 6, 9, 10, and 17 of <i>The Art of Public Speaking</i> • Present Topic for your upcoming Information Speech 1-2 minutes/ Class Q & A • Present Fallacies in Speeches 3-5 minutes/ Advertisements <ol style="list-style-type: none"> 7. READ Chapter 5, 6, 9, 10, and 17 of <i>The Art of Public Speaking</i> 8. CREATE your own Study Guide as you read. You will turn all study guides at the end before the final exam on December 9, 2021. <p>HOMEWORK for each chapter assigned.</p> <ol style="list-style-type: none"> 9. DEFINE each Key Term in your OWN words. 10. ANSWER all questions in the Exercises for Critical Thinking sections of each chapter assigned. 11. CREATE a presentation in which you point out at least 3 fallacies in advertisements or in any of the speeches given to you. 12. WRITE at least 250 words on your proposed topic for your Informative/ Demonstrative Speech. 	<p>Due October 7</p> <ol style="list-style-type: none"> 1. Turn in 250 words on your proposed topic for the upcoming Informational Speech. 2. Deliver Presentation on fallacies. 3. Turn in Key Terms and Critical Thinking Exercises for Chapters 5,6,9,10, and 17. 4. Take Comprehensive QUIZ for chapters 5,6,9,10,17.
<p>Module 3 October 8- November 4</p>	<ul style="list-style-type: none"> • Read Chapters 11, 13, 14, and 15 of <i>The Art of Public Speaking</i> • Informative/ Demonstrative Speech- Presentation Max time is 5-7 minutes • Present topic for your upcoming Persuasive Speech 1-2 minutes. <ol style="list-style-type: none"> 13. READ Chapter 11, 13, 14, and 15 of <i>The Art of Public Speaking</i> 14. CREATE your own Study Guide as you read. You will turn all study guides at the end before the final exam on December 9, 2021. <p>HOMEWORK for each chapter assigned.</p> <ol style="list-style-type: none"> 15. DEFINE each Key Term in your OWN words. 	<p>Due November 4</p> <ol style="list-style-type: none"> 1. Turn in 250 words on your proposed topic for the upcoming Persuasive Speech. 2. Deliver Informative/ Demonstrative Speech with at least 3 visual aids. 3. Turn in full sentence outline for your Informative/ Demonstrative Speech. 3. Turn in Key Terms and Critical Thinking Exercises for Chapters 11, 13, 14, and 15.

	<p>16. ANSWER all questions in the Exercises for Critical Thinking sections of each chapter assigned.</p> <p>17. CREATE your informative speech. Write your full-sentence outline and speaking notes.</p> <p>18. CREATE at least 3 Visual Aids for your speech presentation.</p> <p>19. WRITE at least 250 words on your proposed topic for your Persuasive Speech.</p>	<p>4. Take Comprehensive QUIZ for chapters 11, 13, 14, and 15.</p>
<p>Module 4 November 5- December 9</p>	<ul style="list-style-type: none"> • Read Chapters 7, 8, 12, and 16 of <i>The Art of Public Speaking</i> • Persuasive Speech- Presentation Max time is 6-8 minutes • Take Final Exam <p>20. READ Chapter 7, 8, 12, and 16 of <i>The Art of Public Speaking</i></p> <p>21. CREATE your own Study Guide as you read. You will turn all study guides at the end before the final exam on December 9, 2021.</p> <p>HOMEWORK for each chapter assigned.</p> <p>22. DEFINE each Key Term in your OWN words.</p> <p>23. ANSWER all questions in the Exercises for Critical Thinking sections of each chapter assigned.</p> <p>24. CREATE your Persuasive Speech. Write your full-sentence outline and speaking notes.</p> <p>25. CREATE at least 5 Visual Aids for your speech presentation.</p> <p>26. Study for Final Exam</p>	<p>Due December 9</p> <p>1. Deliver Persuasive Speech with at least 5 visual aids.</p> <p>2. Turn in full sentence outline for your Persuasive Speech.</p> <p>4. Turn in Key Terms and Critical Thinking Exercises for Chapters 7, 8, 12, and 16.</p> <p>5. Turn in ALL 4 Study Guides</p> <p>6. Take Comprehensive Final EXAM for all chapters we have covered.</p>

