



*I am happy to join you in your educational journey.  
I look forward to meeting you.*

**PROFESSOR'S MISSION:**

*To become a more competent, confident public speaker!*

*To become aware of the dynamics of Human Communication and its impact on  
society and ourselves.*

**Basic Course Information**

Semester:	<b>WINTER 2024</b>	Instructor Name:	<b>Rumaldo Marquez</b>
Course Title & #:	<b>COMM.100 ORAL COMMUNICATION</b>	Email:	<b>Rumaldo.marquez@imperial.edu</b>
CRN #:	<b>15283</b>	Webpage (optional):	<b>N/A</b>
Classroom:	<b>302</b>	Office #:	<b>202</b>
Class Dates:	<b>JAN02-FEB03</b>	Office Hours:	<b>TBA please make an appointment</b>
Class Days:	<b>MTWTHF</b>	Office Phone #:	<b>760-355-6331</b>
Class Times:	<b>3-515</b>	Emergency Contact:	<b>EMAIL/PRONTO</b>
Units:	<b>3</b>	Class Format/Modality:	<b>Face-to-Face</b>

**Course Description**

*This course is an introduction to the fundamental principles and techniques of public address. Students will frequently prepare and present talks of informative or persuasive intent. Emphasis will be placed on the collection, analysis, and organization of material appropriate to typical public address situations, as well as on the linguistic, vocal, and physical skills needed for effective delivery.*

*Provide students with the foundational skills of public speaking to enable them to effectively communicate ideas both informatively and persuasively to a variety of audiences in various contexts. (C-ID: COMM 110) (CSU/UC)*

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

*None. Recommended Preparation: ENGL 009 or ENGL 099 or higher.*

**Student Learning Outcomes**

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

- 1. Prepare and present a visual aid that illustrates a specific point.*
- 2. Use statistics, quotations, definitions and detailed illustrations as supporting materials.*
- 3. Identify and demonstrate effective nonverbal and verbal delivery skills.*

**Course Objectives**

- 1. Compose, organize and present to a live peer audience, relevant speeches to introduce, inform and persuade in the English language.*



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2. Evaluate rhetorical strategies in historical and contemporary public discourse.
3. Define, identify and apply the three Aristotelian appeals of ethos, pathos, and logos.
4. Recognize and demonstrate ethical practices in all phases of speech preparation.
5. Acquire, organize, critically evaluate and include credible research materials (primary and secondary) to support ideas in a speech.
6. Analyze and adapt a speech topic to a variety of diverse audiences with a particular sensitivity to diversity, equity, inclusion, belonging, and accessibility.
7. Develop a clear, cohesive thesis and create a concise speech outline.
8. Recognize and demonstrate the characteristics of effective verbal and nonverbal delivery.
9. Design and incorporate effective visual aids.
10. Analyze and evaluate peer speeches with faculty guidance.
11. Demonstrate active listening skills and constructive criticism to peers.
12. Recognize the elements of and demonstrate effective techniques for reducing communication apprehension.

## Textbooks & Other Resources or Links

### OER Textbook

Tucker, Barbara et al.. 2019. *Exploring Public Speaking*. 4th Dalton State. ISBN:  
<https://oer.galileo.usg.edu/communication-textbooks/1/>.

Other alternative materials

## Course Requirements and Instructional Methods

### Required:

The access to several newswires such as CNN, MSNBC, FOX, for analysis of contemporary society.  
Reading material will be assigned online.

### Office Wear attire

### Flashcards!

Notebook for notes (no computer or laptop)

### METHODS OF EVALUATION:

Class Activity  
Mid-Term/Final Exam(s)  
Oral Assignments  
Problem Solving Exercise  
Quizzes  
Skill Demonstration  
Written Assignments



## **INSTRUCTIONAL METHODOLOGY:**

*Audio Visual*

*Computer Assisted Instruction*

*Demonstration*

*Discussion*

*Group Activity*

*Individual Assistance*

*Lecture*

*Simulation/Case Study*

*Distance Learning*

***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.*

*View speakers in venues other than class. Rehearse speeches with or without an audience.*

### ***Reading and Writing***

*Introductory speech: Prepare and present a speech of introduction.*

*Informative speech: Prepare and present a speech that informs the audience about a specific topic.*

*Visual Aids presentation: Design and present a visual aid presentation to enhance a speech.*

*Persuasive speech: Prepare and present a persuasive speech utilizing ethos, pathos and logos appeals.*

*Peer evaluation and feedback*

## **Course Grading Based on Course Objectives**

### ***Evaluation Procedures***

*Grading is determined on the following criteria:*

***Discussion/Participation/homework typed assignments/Journals/Essays/ 30%***

***Speeches/ 40%***

***Exams/Final 30%***



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**(Not taking the Final exam can cause you to fail the class!)** The points you EARN determine grades. The total points possible will be determined as the semester concludes. Usually, the amount ranges between 200-250 points, depending on the size of the class. All grades will reflect level of scholarship, initiative, attitude, cooperation and individual improvement demonstrated throughout the course. Your homework assignments are to be typed and doubled spaced.

**Late assignments or tests are rarely accepted and if done so are on a case by case.**

**More information on rubric of each assignment will be explained as it is given out.**

The following percentages illustrate the breakdown.

100-91% =A Superior

90-81% =B Above average

80-71% =C Average

70-65% =D Below Average

64% or > = F

## Academic Honesty (Artificial Intelligence -AI)

IVC values critical thinking and communication skills and considers academic integrity essential to learning. **Using AI tools as a replacement for your own thinking, writing, or quantitative reasoning goes against both our mission and academic honesty policy and will be considered academic dishonesty, or plagiarism unless you have been instructed to do so by your instructor.** In case of any uncertainty regarding the ethical use of AI tools, students are encouraged to reach out to their instructors for clarification.

## Course Policies

- 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. **Students who add the class late are rarely allowed to make-up assignments.**



- *Regular attendance in all classes is expected of all students. A student whose continuous, unexcused absence exceed the number of hours the class is scheduled to meet per week may be dropped. Usually, this means more than 2 absences. 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.*

## **Academic Honesty**

*is the advancement of knowledge requiring 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 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.*

### **Examples of Academic Dishonesty that can occur in an online environment:**

- *Copying from others on a quiz, test, examination, or assignment.*
- *Allowing someone else to copy your answers on a quiz, test, exam, or assignment.*
- *Having someone else take an exam or quiz for you.*
- *Conferring with others during a test or quiz (if the instructor didn't explicitly say it was a group project, then he/she expects you to do the work without conferring with others).*
- *Buying or using a term paper or research paper from an internet source or other company or taking any work of another, even with permission, and presenting the work as your own.*
- *Excessive revising or editing by others that substantially alters your final work.*
- *Sharing information that allows other students an advantage on an exam (such as telling a peer what to expect on a makeup exam or prepping a student for a test in another section of the same class).*



- *Taking and using the words, work, or ideas of others and presenting any of these as your work is plagiarism. This applies to all work generated by another, whether it be oral, written, or artistic work. Plagiarism may either be deliberate or unintentional.*

**Logging onto Canvas alone is NOT adequate to demonstrate academic attendance by the student.**

- *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 classroom 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.*

## **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 (!!!!)].*

## **Other Course Information**

### **Work-Based Learning**

*Work-based learning (WBL) allows students to apply classroom content in professional settings while gaining real-world experiences. These opportunities will provide you (the student) with a deeper, more engaging and relevant learning environment. This semester, I will be offering the following activities to provide you with the opportunity to explore career options in the field of Communication.*

*Applied and work-based learning (WBL) allows students to apply classroom content in professional settings while gaining real-world experience. WBL exists on a continuum that reflects the progress of experiences from awareness-building to training. Students often cycle back through the continuum many times throughout college and throughout their career.*

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**Field of study areas of employment include:**

*Journalism, Electronic Media, TV & Radio Broadcasting, Intercultural and Multi-linguistic Communications, Politics, Administration, Performing Arts, Speech and Rhetoric, Business, Corporate, Marketing, Advertising, Public Relations, among others.*

This course complies with the [IVC Regular Effective and Substantive Contact Guidelines](#) by providing the following contact types:

- Announcements/Bulletin Boards - Weekly*
- Email Communication - As needed*
- Chat Rooms - Weekly or as needed*
- Scheduled Face-to-Face Meetings - As needed*
- Orientation at start of course - Once*
- Discussion Boards - Weekly or as needed*
- Online Group Collaboration - As needed*
- Podcasts - As needed*
- Virtual Office Hours - Weekly*
- Other (describe) - As needed to meet course objectives*

This course complies with the Americans with Disabilities Act Section 508 as described in the [IVC Distance Education Handbook](#)

**IMPORTANT DATES & DEADLINES:**

Sunday, January 5: Late registration for full-term classes ends.

Wednesday, January 8: Last day to verify your Census Roster online.

Friday, January 10: Last day for Virtual Late Add Forms\* to be accepted.

Wednesday, January 25: Deadline to drop full-term classes.

**IVC Student Resources**

IVC wants you to be successful in all aspects of your education. For help, resources, services, and an explanation of policies, visit <http://www.imperial.edu/studentresources> or click the heart icon in Canvas.

**Anticipated Class Schedule/Calendar**

[Provide a tentative overview of the readings, assignments, tests, and/or other activities for the duration of the course. A table format as in the example below may be used for this purpose.]





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<b>Date or Week</b>	<b>Activity, Assignment, and/or Topic</b>	<b>Pages/ Due Dates/Tests</b>
JAN 02 - 10	Syllabus & Introduction, Lectures: Perception, Ethics Speech/Presentation: The Narrative	TBA
JAN 13- 20	Lectures: Fallacies, Delivery Speech/Presentation: One Item Speech	TBA
JAN/FEB 23-03	Lectures: Persuasion, Power of Words Speech/Presentation: Public Service Announcement	TBA

***I, the Instructor/Professor reserve the right to change the above syllabus, as necessary. It is YOUR responsibility to know about, understand, and adapt to any changes that may be made to this syllabus. That includes dropping this course.***

**WELCOME TO COMM. 100**

**BE PREPARED TO TRANSFORM YOUR LIFE!**

***\*\*\*Subject to change without prior notice\*\*\****