FALL 2018 Introduction to Communication
Spch1311 – Online

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I do not live locally and do not have an office at South Plains College. The best way to contact me is to contact me through Blackboard messaging system or to email me.

Communication Policy:

I make extensive use of my **S**outh Plains College e-mail and Blackboard messaging system to stay in touch with students. I check it every day (with the exception of weekends and holidays), but not every hour. I will return your email within 48 hours, if I don't, please send me a reminder email.

All e-mails should include a subject line with an identifying term pertinent to the subject matter in the subject line. Remember when sending emails or messages through Blackboard, that this is a professional context completely unrelated to text messaging or social media messaging services. Consider this an opportunity to learn and practice professional communication in writing. Each email should include a proper salutation and all questions you may have and be signed with your real name. Please proofread your messages and emails. Make sure that you are using the proper spelling of words and the correct use of punctuation and grammar. In return, I will try my best to extend the same courtesy to you.

Please make sure to think through your message or email before you send it. Do not send multiple emails/messages with different questions, attachments without a message, or follow up emails before the 48-hour time frame.

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Course Information

SPCH1311.151. This course is delivered 100% online.

Description
This course is a beginning course in speech communication which clarifies general principles of communication common to all settings. The course applies communication concepts and skills improvements to intrapersonal, interpersonal and public speaking settings.

Textbook: Communicate! By Verderber, Sellnow and Verdeber, 15th edition.
This textbook is required. You will **not** need Mindtap access.

Technical Requirements
- Desktop or laptop computer
- High speed internet access
- SPC Email
- Microsoft Office (download from MySPC)
- Adobe Reader (download from Adobe.com)
- Flash Player (download from Adobe Flashplayer)
- Audio and video capabilities (for watching and listening to course content)
- Web camera and microphone (for video conferencing and recording vlogs)

Recommended Course Materials
- A USB headset with microphone or headphones (for video conferencing)
- Digital video recording equipment capable of recording up to 10 minutes of video footage
- A tripod

Technical Skill Requirements
Be comfortable with the following:
- Microsoft Word or word processor that can save Word compatible files (.doc)
- Using email for communication, attaching documents
- Internet search engines and browsers
- Recording and uploading video files. Not having a way to record speeches or vlogs will not be tolerated as an excuse for failure to submit assignments.
- The ability to download video files, or to stream files.

Youtube will be used to upload speeches for grading.
YouTube Privacy Policy (Links to an external site)

Course Requirements:
1. To read the information assigned in the text; you will be tested on this material, in addition to class lecture/discussion materials on scheduled exams.
2. To take thorough notes and study all lecture material, informational handouts, and assigned Readings.
3. To prepare assignments/presentations in a language understood by the instructor and students of the class (English).
4. To actively participate in class discussions and group activities.
5. To show maturity and professionalism in preparation of assignments and in classroom behavior.
6. To show respect to fellow classmates/speakers.
7. To initiate consultations with the instructor whenever assistance is needed regarding class assignments or when class has been missed.
8. To initiate withdrawal from the course if absences become excessive.

Disability Statement
ADA Statement - Levelland Campus
Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability. For more information, call or visit the Disability Services Office in the Student Health & Wellness Office, 806-716-2577.

Diversity Statement

        In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

Academic Honesty

        It is my expectation and the institution's that appropriate citation and documentation is given for materials and information obtained from other sources. Cases of plagiarism will be treated, as will any case of academic dishonesty, <u>with at least a failing grade for the assignment/examination</u>. In addition, the student may be dropped from the course with a failing grade. *See the SPC Student Handbook for more information*

Grade Breakdown

Speech 1	15%
Speech 2	20%
Speech Evaluations	5%
Final Exam	10%
Quizzes (10 Total)	10%
Pre-Test & Post Test	10%
Journal Activities & Assignments	25%
Group Project	5%
Total	100%

Your final grade will be determined as follows:

- o To earn an A, you need 89.5%
- o To earn a B, you need 79.5%
- o To earn a C, you need 69.5%
- o To earn a D, you need 59.5%
- o If your point total is 59.4% or less, you will earn an F

Final grades in this course will be based on the following assignments. Check your Course Schedule in Blackboard for specific due dates and times

- **Speeches**
  - You will deliver two major speeches. More information about speech purposes and topics, instructions, and assessment methods will be included in the modules. Below you will find basic information about each speech.
    - The Introductory Speech.
      - You will create a rough draft outline and a final outline for your introductory speech

    - The Persuasive Policy Speech
      - Will require you to use a PowerPoint Presentation.
      - Create a rough draft outline and a final outline for your Persuasive Speech.
- **Speech Evaluations**
  - You will complete two pre-speech evaluations and two post speech evaluations. These evaluations will give you the opportunity to reflect on your own speeches.
- **Quizzes**
  - You will have ten quizzes based upon the readings, lecture videos, and any other supplemental material presented in each module
- **Exams & Final**
  - You will take 2 tests at the beginning and end of the semester to assess your knowledge and understanding of communication.
  - You will also have a comprehensive final exam based on chapter and supplemental readings, lecture videos, and any other supplemental material presented in each module at the end of the semester.
- **Journal Activities & Assignments**
  - You will complete learning activities designed to help you apply course material and prepare for your upcoming speeches.
- **Group Project**
  - You will be put into groups and assigned the task of budgeting and designing a vacation based upon specific parameters and utilizing a group decision-making process.
  - A paper detailing the results and group process will be required.
  - Group members will complete peer evaluations to detail strengths, weaknesses, and contributions.

Learning Assessments

The Department of Communication Studies supports and adheres to college policies of academic excellence as noted in the student handbook. More information and specific instructions about each assessment will be included in the Units under the Course Menu in Blackboard. Check the Course Schedule to locate specific due dates for each assessment.

Course Evaluation

Grades are calculated on the basis of assigned material. See the Tentative Daily Schedule & the Grade Assignment Sheet for assignments, due dates and point values for assignments.

A Note about Speech and Assignment Grades:

We hold the same set of grading standards for all students enrolled in this course, regardless of academic major or discipline. Our instructors are trained to utilize standard speech grading rubrics when evaluating your speechwriting and delivery abilities. These rubrics can be found in Blackboard and we encourage you to refer to these documents as you prepare for your speeches so that you will be aware of our assessment methods.

It is also important to acknowledge that this course is unique in several ways.

- First, there is a performance element present. Knowing about effective communication/public speaking principles does not necessarily mean that one communicates effectively in public speaking settings.
- Secondly, the course is taught incrementally, meaning that we will gradually introduce more complex theory and application.
- Third, it is important to note that each student comes into the course with varying levels of public speaking experience and knowledge. Just as some students excel in math, history, science, art, or other disciplines, some students excel in communication and public speaking.

Criteria for Grading Speeches

In general, a C grade on a speech means that you have met the minimum requirements for that assignment; a grade of A or B means that you have gone beyond the minimum requirements in a significant way; and a grade of D or F means that you have failed to meet two or more of the minimum requirements for the assignment or when you do not complete the assignment. Below is an explanation of what a C, B and A speech includes.

Grade of C: Average, Satisfactory Work

To be judged as average and satisfactory, your speech must:

1. Meet all specific requirements for that speech as outlined above: including length, purpose, organization, research, source citation, etc.
2. Submitted by the deadline
3. Address a topic appropriate to the speaker, topic, and occasion
4. Have a full introduction and conclusion
5. Have a clear purpose
6. Include a body which has
    a. clear and logical organization of the main points
    b. transition between main points
    c. accurate, relevant, timely and appropriate evidence
    d. sources of evidence cited during the presentation
    e. a visual aid (when required) which is relevant, appropriate, clearly designed and explained
7. Be delivered with adequate eye contact using a conversational style
8 Be accompanied by a sentence outline as assigned
9. Recorded in front of an audience with 3 adult (18 or older) members, who appear on camera before the speech is given.

Grade of B: Above Average Work

To be judged as above average, your speech must meet the criteria for a C speech as well as:

1. Exhibit skillful use of internal summaries and/or transitions
2. Demonstrate an above average skill in the ability to interest and challenge the audience using language, organization and supporting materials
3. Include content which shows a greater depth of research and thinking than the average student speech
4. Make a significant contribution to the knowledge or intellectual motivation of the audience
5. Involve the audience in the topic
6. Use a variety of supporting materials in an interesting and original way
7. Be delivered with poise and ease

Grade of A: Superior Work

To be judged as superior, your speech must meet the criteria for a B speech as well as:
1. Address a topic of significance
2. Include thorough research which encompasses both primary and secondary sources
3. Involve the audience throughout the entire presentation
4. Be delivered in an interesting delivery style which catches attention, motivates interest, and uses personalized directness.

Guidelines for Online Speech Submissions

1. Speakers must present in front of a live audience of 3 people. Children & pets do not count as audience members. Audience must be shown on camera BEFORE and AFTER the speech. The audience must be present for the entire speech & must be paying attention to the speaker. Audience members are NOT ALLOWED TO LEAVE THE ROOM while the speaker is filming his/her speech. Failure to comply with audience requirements will result in an automatic 10 point deduction.

2. Speakers must record the speech video in one take. No editing is allowed. This includes showing the audience. (If an audience is not filmed at the beginning and end of the speech during the take, the audience will not count.)

3. Attempts to show an audience that was not present during your speech will count as cheating and will result in the grade of a zero. It is better to admit that there is not audience and accept the point deduction than to pretend to have an audience and receive a zero.

4. Speakers must be dressed professionally.

5. Speech submissions must be uploaded before the deadline. Late speeches will not be accepted. Technical issues are not an excuse for late speech submissions.

6. Speakers must stand while delivering their speech.

7. Speakers must be visible to the camera at all times during the speech. "Visible to the camera" means that the speaker's face, body (waist up), and hands are seen on camera during the speech.

8. Visual Aids must be large enough for the home audience to view. If the camera cannot pick up the visual aids during the speech, they can be filmed at the end of the speech (but the home audience must be able to see the visual aids during the speech).

9. Cue cards are not allowed. Even if they do not appear on camera-it is obvious if the speaker has them and the speaker will be deducted points if they are used. A speaker should not read off of his/her computer while delivering his/her speech, as this is also very obvious and will result in a loss of points. Note cards are allowed.

10. All distractions must be kept to a minimum during the filming of a speech. This includes background noises like barking dogs, ringing cell phones, crying babies, screaming children, or other people talking. If a speaker cannot ensure his/her home will be free from distractions while filming his/her speech-then the local public library should be contacted. Most public libraries have rooms available that a student could use to film his/her speech in front of a small audience.

11. All students must own or have access to a digital video camera-this can include the video function on their smart phones, or web cameras on their laptops.

12. The student is responsible for saving their speech file in a compatible format for uploading and submitting their speech-as per the instructor's request. The student is also responsible for the quality of the video. A good quality video will have a matching audio/visual track so that the online audience can hear the speaker and will have a clear picture and adequate lighting so that the online audience can see the speaker. Poor video quality-in which the speaker cannot be seen or heard, will not be accepted.

Assignment Submissions

You will submit all assignments through their designated submission link in Blackboard. You are required to title your assignment files in the following format: "lastname_firstname_assignmentname.doc".

Late Work Policy

Discussion boards, learning activities, journal activities, speech uploads, and peer and self-evaluations are due by 11:59pm Central Standard Time on the due date listed on the Course Schedule. Late work will not be accepted. The only exception that will be made will be for extended illnesses or a death in the family. In such instances, you must submit verifiable and official documentation to your instructor (e.g., a doctor's note indicating an extended illness or extenuating circumstance). Technological issues are not an excuse for late work. Do your assignments, quizzes and speeches early to ensure you have time for any issues that might arise.

Technical Difficulties

Getting Help

- Information Services Help Desk is available to assist with MySPC sign-in problems, browser errors, and other technical difficulties you may encounter. For technical assistance, please contact IT Help Desk at 806-716-2600 or email them a helpdesk@southplainscollege.edu.

- For student assistance with Blackboard, email blackboard@southplainscollege.edu or call them at 806-716-2180.

Computer Crash

Not having a working computer or a crashed computer during the semester will not be considered as an acceptable reason for not completing course activities at a scheduled time. Note: Identify a second computer before the semester begins, that you can use when/if your personal computer crashes.

Server Problems

When the Blackboard server needs downtime for maintenance, the Blackboard administrator will post an announcement in your course informing the time and date. If the server experiences unforeseen problems your course instructor will send an email.

Lost/Corrupt/Disappeared Files

You must keep/save a copy of every project/assignment on an external disk or personal computer. In the event of any kind of failure (e.g., Blackboard server crash or virus infection, students own computer crashes, loss of files in cyberspace, etc.) or any contradictions/problems, I may/will request you to resubmit the files. In other words, if you submit a document to me, and I either do not receive it (lost in cyberspace) or it is corrupted when I open it, it is incumbent upon you to resend it to me, corrected, with little or no "downtime" in regard to the timeline for submission.

Grading

You can access your grades on the Blackboard Course Menu (My Grades). Grades will be posted after the due date and after all assignments have been graded. Speech Grading Rubrics will be made available to you when speeches are assigned so that you can prepare for your instructor's assessment methods.

I personally grade everything beginning the date that it was due. If a student completes work ahead that is fine, but I do not grade work until the assignment has been submitted on the due date and then I grade all the assignments together.

I try to return grades within one week of their submission and feel that this is fair because students are given a week to complete their assignment and I have a week to grade all of those assignments. Remember the ratio is one teacher to a class of many students. This means that you have one assignment to turn in to me and I have your assignment plus the assignment of every other class member.

During the grading process, I try to give thorough feedback so that students understand why they receive the grades that they do, ways in which they can improve, and alternate perspectives to consider.

The exception to my one-week goal is when students have evaluations to complete. I typically withhold my own feedback until after the students have submitted their own commentary and critiques because I want to see what students are learning and how they are applying this knowledge to their own analysis. I do not want to provide other influences that might disrupt original thought processes. By withholding my commentary for speeches until I have completed grading the evaluations this allows me to better able to tie the two assignments together to give more examples and feedback. I do this so that if there are areas in which students need help understanding concepts I can ensure a more complete explanation for my students and help enrich their learning experience.

If there is a time in which I am unable to return grades to students within this time period, I will make an announcement for the course and provide reasons for the delay.

If you have questions about or are concerned about a specific grade you earned, you will need to email your instructor to discuss the grade. If you want to appeal a grade you earned on a specific assignment, <u>you have one week after the grade has been posted in Blackboard to approach your instructor about your questions or concerns</u>. After one week, your instructor will consider the matter closed. When you approach your instructor after viewing your grade, you are expected to have revisited the assignment or speech description, the grading rubric, and the feedback provided to you by your instructor.

IF you come onto campus please be aware:

South Plains College permits the lawful carry of concealed handguns in accordance with Texas state law, and Texas Senate Bill 11. Individuals possessing a valid License to Carry permit, or the formerly issued Concealed Handgun License, may carry a concealed handgun at all campus locations except for the following.

·   ***Natatorium***

For a complete list of campus carry exclusions zones by event, please visit http://www.southplainscollege.edu/campuscarry.php

Core Objectives satisfied:

• Communication Skills - to include effective development, interpretation and expression of ideas through written, oral and visual communication
• Critical Thinking - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
• Team Work - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
• Social Responsibility - to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities
• Personal Responsibility - to include the ability to connect choices, actions and consequences to ethical decision-making

Course Purpose & Student Learning Outcomes:
The purpose of this course is to introduce principles and concepts of human communication and to provide opportunities to practice skills associated with those principles and concepts. The Student Learning Outcomes include building understanding and skills in the areas of intrapersonal, interpersonal, and public communication. Upon completion of the course the student should have a full understanding of:

1.   The Nature of Human Communication
   1.1   recognize how to communicate within diverse environments.
   1.2   distinguish the differences of intrapersonal, interpersonal (including group) and public communication.
   1.3   learn the essential communication process components.

2.   The Basic Intrapersonal and Interpersonal Concepts of Understanding One's Self and Relationships between Self and Others

   2.1   define and understand the development of self-concept, self-image and perception and how each impacts interpersonal relationships.
   2.2   define self-disclosure and identify its purpose and proper use.
   2.3   evaluate one's own interpersonal communication, with particular interest in effective listening and plan ways to improve.
   2.4   realize the value of effective verbal and nonverbal communication in the overall communication process.
   2.5   understand the stages of relationship development and deterioration.
   2.6   explain what interpersonal conflict is and how to resolve it.

3.   The Importance of Group & Team Communication
   3.1   demonstrate effective problem solving in group communication.
   3.2   recognize the importance technology plays in the enhancement of group communication.
   3.3   identify roles and responsibilities of group members.
   3.4   establish the importance of cohesiveness in small group interactions.
   3.5   identify leadership styles and their application to real-world situations.

4.   The Development, Organization and Delivery of a Formal Presentation
   4.1   define differences in informative and persuasive speaking.
   4.2   understand the importance of audience analysis.
   4.3   construct an effective introduction, body and conclusion.
   4.4   construct and use a correct key word/phrase outline.
   4.5   judge effective delivery and use of sensory aids by self and others.
   4.6   define, identify and manage his/her own communication apprehension.
   4.7   construct and deliver effective presentations.

Content Schedule

Module	Due Date	Time	Content	Assignments	Readings
1	Sept. 11	11:59 p.m.	Getting to know you + course	Biography Assignment Pre-Test Online Readiness Survey	Syllabus Course Calendar
2	Sept. 11	11:59 p.m.	What is Communication? What are your perceptions?	Journal Assignment 1 Reading Quiz	Ch. 1 Ch. 2
3	Sept. 18	11:59 p.m.	Nonverbal Communication Listening	Journal Assignment 4 Listening Self-Evaluation Reading Quiz	Ch. 5 Ch. 6
4	Sept. 25	11:59 p.m.	Topic Selection	PRCA-24 Reading Quiz	Ch. 11
5	Oct. 2	11:59 p.m.	Outlining Informative Speaking	Reading Quiz	Ch.12 Ch. 16
6	Oct. 9	11:59 p.m.	Language & Oral Style Delivery	Outline Rough Draft Due Reading Quiz	Ch. 14 Ch. 15
7	Oct. 16	11:59 p.m.	Intercultural Communication Verbal Messages	Journal Assignment 2 & 3 Reading Quiz	Ch. 3 Ch. 4
8	Oct. 23	11:59 p.m.	Speech 1	Speech 1 Video Link Outline for Speech 1	
9	Oct. 30	11:59 p.m.	Introduction to Persuasive Speaking	Speech Evaluations Parental Leave Debate Analysis Reading Quiz	Ch. 17
10	Nov. 6	11:59 p.m.	Presentation Aids	Journal Assignment 5 Rough Draft Outline Due Reading Quiz	Ch. 13
11	Nov. 13	11:59 p.m.	Interpersonal Communication	4 Horsemen Self-Assessment Reading Quiz	Ch. 7 Ch. 8
12	Nov. 20	11:59 p.m.	Speech 2	Speech 2 Video Link Outline for Speech 2	
13	Nov. 27	11:59 p.m.	Group Project Instructions	Speech Evaluations Reading Quiz	Ch. 9 Ch. 10
14	Dec. 4	11:59 p.m.	Group Project	Group Project	
15	Dec. 11	11:59 p.m.	Final Exam	Final Exam Post Test	

*Slight changes may be made to the course content schedule. All times are Central Standard Time (CST)

**Notice that the front half of the course is very heavy in reading and learning the material. The second half of the course is structured with more application and practice of skills to demonstrate what has been learned.