

# COMM 1080 INTRODUCTION TO PUBLIC SPEAKING(3 credit hours)

Elmira College

SPRING 2025

## Required Text:

David Zarefsky; Jeremy Engels (2020). *Public Speaking: Strategies for Success* (9th ed.). Pearson  
Supplemental readings might be included to illustrate or expand on textbook readings.

## Course Description

This course is designed to develop students' skills in public speaking and to provide a comprehensive overview of the theories and practices that underlie effective communication. The content will be covered include: theory, practice, analysis, and ethics of public speaking. Students will learn how to analyze their audience and tailor their messages accordingly, how to organize their thoughts effectively, and how to do rhetorical choice and use various delivery techniques to engage and persuade their listeners.

## Course Objectives and Goals

- Gain an understanding of fundamental communication principles that are essential for effective public speaking.
- Be able to analyze their audience and tailor their message to meet their audience's needs and expectations.
- Cultivate the ability of utilizing various rhetorical strategies to engage and persuade their audience.
- Be capable of delivering speeches with confidence in the practice and know how to evaluate and analyze speeches delivered by themselves and others.
- Understand and apply ethical considerations when speaking publicly, including issues related to credibility, audience expectations, and cultural sensitivity.

## Evaluation of Performance

Your grade will be based upon your performance on exams, assignments, and participation.

Class Participation	10%
Assignments	20%
Speech Practices	20%
Speech Analysis	20%
Exams	30%
Total	100%

Grades will be assigned as follows:

A 93% and above	B- 80 - 82%	D+ 67 - 69%
A- 90 - 92%	C+ 77 - 79%	D 63 - 66%
B+ 87 - 89%	C 73 - 76%	D- 60 - 62%
B 83 - 86%	C- 70 - 72%	F 59% or below

**Withdrawal Policy:** Please see Elmira College Bulletin for information on this policy.

**Academic Honesty:** Please read the section on Academic Honesty in the [Code of Conduct](#). Briefly, academic dishonesty includes: cheating, fabrication, facilitating academic dishonesty, and plagiarism. Ask if you have any questions on whether something constitutes as academic dishonesty. All work must be original and new. Past assignments from current or other courses will not be accepted. Academic dishonesty will not be tolerated. It will result in zero on the assignment, and a report will be filed with the school. Continued practice will result in failure of the class. Institutional penalties may also apply with repeated acts of academic honesty.

**Student Responsibility:**

- It is your responsibility to keep track of assignments and due dates.
- You should ask questions concerning assignments and lectures, if you need any clarifications.
- If you are struggling in class, have concerns, and/or unsure about expectations, please stop by during office hours or make an appointment for another time.

**Tentative Schedule of Topics**

<u>Topic</u>	<u>Materials</u>	<u>Tasks &amp; Evaluations</u>
Communication Skills	Chapter 1	
Speech Preparation	Chapter 2	
Speech Presentation	Chapter 3	Assignment 1
Listening and Evaluating	Chapter 4	
Audience Analysis	Chapter 5	Exam 1
Topic Selection and Strategy Development	Chapter 6	Speech Practice 1
Rhetorical Strategies Choice	Chapter 7	Assignment 2
Proof, Support, and Reasoning	Chapter 8	Speech Practice 2
Speech Organization	Chapter 9	
Speech Organization (Cont.)	Chapter 10	Exam 2
Speech Outlining	Chapter 11	Assignment 3
Style of Speech	Chapter 12	
Informing, Persuading	Chapter 13	Speech Practice 3
Informing, Persuading (Cont.)	Chapter 14	Assignment 4
Speeches for Analysis and Discussion	Chapter 15	Speech Practice 4 Speech Analysis
Ethics: Respect for Audience, Topic, Evidence, and Occasion	Chapter 16	Exam 3