



**Professor “LMC” Lisa Marie Coppoletta - SPCH 1311 - Fall 2024**  
**Informative/Persuasive Policy Presentation 20% of Course Overall Grade**

This is a reminder of course policies regarding the types of formats to submit assignments and when. Please find the [video](#) and the [written policies](#). Thank you to all students for your email questions. This semester, we have an incredibly hard working group of students—it is awesome!

### **Written Policies**

**For Workshop** - have a google drive link that I can open and edit to help you [from syllabus]

#### **Speech Assignment Hard Deadline**

**Workshop:** Outlines Due, Instructor Conferences, Colleague Critiques of Full Sentence Outlines

Be sure this in a Google Document and that Professor LMC has access to your document

**For your speech performance day** - send a PDF on the day of your speech [from syllabus]

#### **Submitting Written Work Prior to Performances:**

- Written documentation such as Full Sentence Speech Outlines, Group Written Work will be submitted via your ACC Gmail account 1 hour before performances. Please do not submit any work via Blackboard. We model this class over the business and professional environment in which email is the primary means of disseminating work.
- Documents should be in PDF format and not have a link to a Google document.

**For your speech performance day** - send a PDF on the day of your speech [from assignment sheet]

#### **SPEAKER ORDER ON PERFORMANCE DAYS**

- We will have a signup sheet in Google Documents for each specific day of speakers.
- All speakers will deliver their presentations on the days outlined on the signup sheet.
- A volunteer system will determine the order of speakers on that day.
- **PACKET DUE ON THE DAY OF YOUR SPEECH**
- **All final “PACKET” drafts due on the day of your speech should include:**
  - **FULL SENTENCE OUTLINE**
  - **WORKS CITED**
  - **BRAIN DUMP**
  - **OFFICE HOURS**
  - **ATTENDANCE VISUAL AID**
- **should be sent on the day of your presentation 1 hour before CLASS to [lcoppole@austincc.edu](mailto:lcoppole@austincc.edu) in PDF format. [-5 points not sent prior to class and not in PDF format]**
- Students will perform on this assigned day since our syllabus does not include time for missed performances.

<b>INTRODUCED</b>	<p><b>Monday/Wednesday Night Class</b> - August 26, 2024</p> <p><b>Thursday Night Class</b> - August 29, 2024</p> <p><b>Saturday Morning Class</b> - August 31, 2024</p>
<b>DOCUMENTS PROVIDED</b>	<p><b>Monday/Wednesday Night Class</b> - August 26, 2024</p> <p><b>Thursday Night Class</b> - August 29, 2024</p> <p><b>Saturday Morning Class</b> - August 31, 2024</p>
<b>FINAL OUTLINE DUE</b>	<p><b>Monday/Wednesday Night Class Soft Deadline</b> - [Wed] September 04, 2024</p> <p><b>Monday/Wednesday Night Class Hard Deadline</b> - [Monday] September 09, 2024</p> <p><b>Thursday Night Class Soft Deadline</b> - [Th] September 05, 2024</p> <p><b>Thursday Night Hard Deadline</b> [Th] September 12. 2024</p> <p><b>Saturday Morning Class Soft Deadline</b> - [Saturday] September 07, 2024</p> <p><b>*** TBA *** Generally 1 week from date introduced</b></p> <p>per the course syllabus schedule  GRADE BEGINS WITH A “C” 70 IF FULL SENTENCE OUTLINE IS NOT PRESENTED TO INSTRUCTOR IN CLASS DURING WORKSHOP</p> <p>YOU MUST BE IN CLASS TO RECEIVE CREDIT UNLESS A DOCUMENTED EMERGENCY</p>
<b>SPEECH PRESENTATIONS &amp; COLLEAGUE CRITIQUES</b>	<b>*** TBA ***</b>

### Index to Assignment Resources

- [Assignment Point Value Breakdown](#)
- [Assignment Overview](#)
- [Creating Your Speech Structure](#)
- [70 Points Full Sentence Outline & Works Cited List](#)
- [20 Points \(1\) Presentation while standing on camera & \(2\) Digital/Multimedia Visual Aid](#)
- [10 Points Colleague Critiques](#)
- [This Checklist has important information on how to follow this source citation procedure.](#)
- [Key Resources](#)

## Assignment Point Value Breakdown

Evaluation of your performance for this assignment will consist of the following:

- **70 Points Full-Sentence Outline & Works Cited List:**
  - Attendance of private/group instructor conference and final outline approved by instructor **[+5 max] [-10 points]**
  - Meet the hard deadline of outline for class “Workshop” **[-30 points]**
  - Written documentation
    - Full-Sentence Outline
    - Works Cited List
    - Brain Dump
    - Lists of Dates/Times met with Instructor for me to calculate your **extra credit this should be at the bottom of the page under the Works Cited List**
- **20 Points (1) Presentation while standing on camera & (2) Digital/Multimedia Visual Aid:** such as: PowerPoint, {do not recommend Keynote}, Prezi, Google Slides, Zoom background), Video (30 seconds only)
  - **[-5 points no digital visual aid]**
  - **[-10 not standing visible from waste up]**
- **10 Points Colleague Critiques:** Five bulleted points of comments per class colleague and super positive - these are dropped in the zoom chat at the conclusion of each speech performance

## Assignment Overview

- This assignment calls upon the student to deliver an informative or persuasive speech presentation.
- Work to decrease semantic noise with definitions, vivid examples, and statistical support.
- Students are provided with examples of exemplary past student work for written assignment requirements. Please be sure to review these examples and common pitfalls from the lectures.
- It is required to attend at least one student-instructor conference during **[+5 max] [-10 points]**
  - class scheduled “Workshop”
  - prior to “Workshop” office hours
  - prior to “Workshop” scheduled by appointment office hours
  - If needed, the class will decide on “extended office hours.”
- It is also required to participate in colleague critique sessions of full sentence outlines and visual aids. These sessions are valuable for building an audience-centered presentation.
- Make corrections and take notes during student-instructor conferences and colleague critique sessions to ensure that corrections to speech are accurately completed.

## CREATING YOUR SPEECH STRUCTURE

- Here are some links
  - [Topic Generator Form](#)
  - [Brain Dumps](#)
- As you research, organize, draft, rehearse, and present your speech you should keep in mind the elements discussed in lecture and the text regarding audience adaptation, organizational patterns, delivery styles, supporting material, etc.
- When beginning this assignment first begin an initial brainstorm and then allow your research to drive the speech organizational pattern.
- Be mindful of the credibility and dates of your sources.
- **Extra Credit:** Include your survey results from class in your argument construction. **[+5 points]**

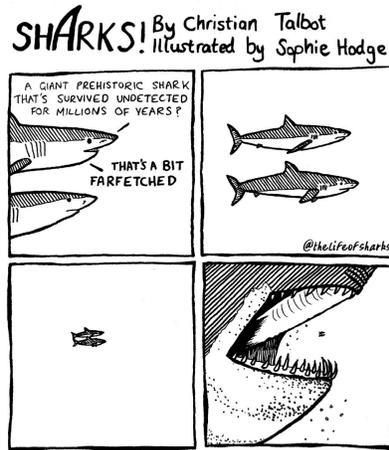


**Organizational Pattern Options for informative Speeches** – Topical, Spatial, Chronological

**Organizational Pattern Options for Persuasive Speeches** – Topical, Problem-Solution, Monroe Motivated Sequence

**Monroe Motivated Sequence** is a tricky organizational pattern. DO NOT attempt to utilize this organizational pattern until you have reviewed the video lecture material

## 70 POINTS FULL SENTENCE OUTLINE & WORKS CITED LIST



All students will turn in (1) Full Sentence Outline (2) Works Cited List (3) Brain Dump (4) complete instructor-student conference prior to speaking day [please note the date and time you attended - I will help you with this in office hours]

Please email your instructor your final outline on the day of class, PRIOR to class to [lcoppole@austinncc.edu](mailto:lcoppole@austinncc.edu) [-5 points]

- M/W 7:00 PM Class - Deadline is 6:50 PM
- TH 6:00 PM Class - Deadline is 5:50 PM

**FULL SENTENCE OUTLINES:** Topic outlines or manuscript speeches result in a **grade beginning with a 65, a D**. A full sentence outline contains **complete sentences** in EACH main point and sub point.

The sentences are “tags” also known as “sound bites” which succinctly outline your advocacy for your audience.

If you have a Roman Numeral II, with an A, there should be a B sub point. If there is a little 1, there should be a little 2 sub point. [-3 points when not following guidelines for outlining speech.]

All speeches, should have the following in the Introduction:

(1) Attention Getter (2) Statement of Credibility (3) Pointing (4) Preview of Main Points [- 2 points each element not included in outline and speech performance]

All speeches should have the following in the Conclusion:

(1) Review of Main Points (2) Memorable Closing [- 2 points each element not included in outline and speech performance]

All speeches should have signposts and transitions. [- 2 points no signposts or transitions]

ALL outlines must be pre-approved by the instructor by the WORKSHOP deadline. All students will have the same deadline for final rough drafts of the full sentence outline. **Students who do not have a final rough draft outline by due date, results in a 70 as highest grade that can be achieved.**

### SPEECHES REQUIRE AT LEAST 3 SOURCE CITATIONS.

Full source citations must be attributed on the outline and verbally in the presentation.

- All source citation information should be “in line” before the quotation.
- **This means that “well it's at the bottom of the page in the works cited” is incorrect for public speaking purposes.**
- **In public speaking the audience does not have a document in front of them to flip to the bottom of a Works Cited page.**
- Be sure to attribute your sources for any data, stories, explanatory information referenced in assignments.
- Anything “not from your brain” should be attributed to the author of the material.

- I am highly skilled as a public policy researcher and former national debate competition and coach at detecting plagiarism and the use of Artificial Intelligence.”
- The source citation policy that is mandatory is the following, and here is the procedure:



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**(1) The author’s name, (2) The author’s qualifications (3) publication (4) nature of the publication (5) date of the publication**

- Copying and pasting information without attribution of where you obtained that information is plagiarism.
- We do not paraphrase research in this class. All outside sources should be directly quoted with source citations.

**[This Checklist has important information on how to follow this source citation procedure.](#)**

**Be sure to reference this critical resource. [-5 points per source in which citations are not orally cited in the format taught in this class.]**

## WORKS CITED LIST

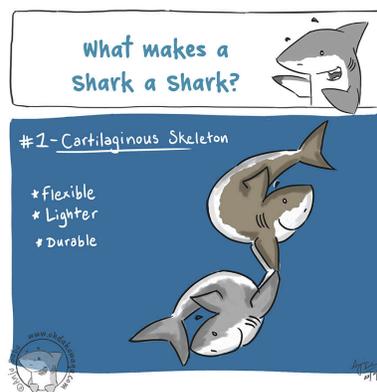
Works Cited List should be at the very bottom of your document. After the Works Cited List is where you will document each date and time you attended office hours.

- **[No Works Cited page -5 points]**
- **[A list of links -5 points]**

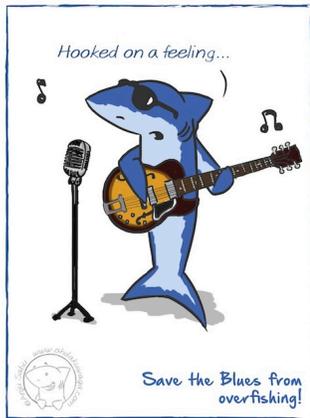
Students may utilize APA, MLA, Chicago Style, Turabian. Please be sure to purchase a book at the bookstore or go online to ensure that you follow the correct procedure for your Works Cited page.

## BRAIN DUMP

Be sure to attach some verification of your brain dump/brainstorming. This can be a photo of your initial thoughts in a spiral notebook, ideas you typed in Google Docs, or even an audio recording of your key ideas. All speakers have unique ways of creating a brain dump, and I look forward to your creative and innovative ways of crafting your speech. **[-5 points]**



## 20 Points (1) Presentation while standing on camera & (2) Digital/Multimedia Visual Aid



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**should be sent on the day of your presentation 1 hour before CLASS to [lcoppole@austincc.edu](mailto:lcoppole@austincc.edu) in PDF format. [-5 points not sent prior to class and not in PDF format]**

- Students will perform on this assigned day since our syllabus does not include time for missed performances.

### ETHOS & ATTIRE **Extra Credit**

- Speakers who dress up in business attire [+3 points]
- Wardrobe modifications, which are aligned with your speech, [+3 points]
- Examples are covered in class.

### TIME LIMITS

- 5 to 7 minutes (speech presentation)
- If you speak more than 30 seconds over time your grade will be **lowered 5 points**. For every additional 30 seconds over time, your grade for this assignment will be **lowered another 5 points**. [-5 points per 30 seconds over/under time]
- If you speak more than 30 seconds under time, your grade will be **lowered 5 points**. For every additional 30 seconds that the presentation is under time, an **additional 5 point reduction** will be applied to the speech grade.
- If you have timed your speech, and it is over the allotted 7 minutes, feel free to ask in office hours for additional time.

### SPEAKING NOTES

- Each student may use their own discretion regarding the type of speaking notes utilized for the oral presentation portion of this assignment.
- **Options:** printed out full sentence outline, notecards, use of digital device, outline broadcasted on big screen off camera
- Reading from an outline lowers speaker credibility and decreases opportunities to enhance the speaker-audience connection. [-5 points] Be sure to rehearse the presentation.

### DELIVERY

#### Rehearsal Presentation Elements [Launching Points for Colleague Critiques]

- **Voice** - vocal variety, articulation, enunciation, volume, cadence, rate of speed, vocal projection, avoided vocal fillers/fluency breaks
- **Eye contact** - little reliance on notes, uses notes effectively when reading quotations
- **Nonverbal Body Language** - facial expressions, posture, hand gestures, movement, use of podium, use of notes
- **Optics** - preparedness, confidence, speaker-audience connection, pacing the presentation, overall stage presence, effective use of pauses, camera and microphone effectiveness, use of visual aid

#### Delivery Considerations

- Students should rehearse speech outside of class prior to speaking day.
- When rehearsing the presentation be sure to follow guidelines from the textbook and lecture.
- The speech begins the moment you STAND UP to begin your presentation.
- Speakers never want to reveal the topic such as "Today I'm going to talk about why we need to drink water for our health." [-2 points]. A speech begins with the Attention Getter.
- Be mindful not being overly reliant on use of full sentence outline speaking notes [-5 points] if reading the outline, i.e., direct eye contact with the entire audience/camera
- Hand gestures should be natural for your speaking style.

- Vocal variety engages the audience vs. monotone delivery.
- Use of technology considerations should be worked out prior to the performance. Pacing of the speech.
- Use of podium – move the podium down or up depending upon height “make the room your own.”

## VISUAL AIDS

- A digital/multimedia visual aid is REQUIRED. Be sure to follow lectures and textbooks regarding guidelines for being audience-centered when utilizing visual aid materials.
- It is important for speakers to rehearse the use of their visual aids in terms of non-verbal communication, coordination with verbal advocacy and technology considerations. **[-5 points]**
- **Examples of digital visual aids:** a zoom background, PowerPoint, Prezi, Google Slides, 30 second video clip.
- Videos should not exceed 30 seconds in length.
- Visual aids should follow The Rule of 6. No more than six bulleted points and each bulleted item should have no more than six words. **[-5 points]**
- Visual aids of graphic nature must be pre-approved by the instructor during our scheduled conference. Students are strongly urged not to use these sorts of visual aids.
- **If there is a visual aid or a topic that may serve as a PTSD trigger, then we can work on how to craft that “trigger warning.”**
- **Failure to pre-approve visual aids results in -5 points AND MAY RESULT IN YOUR SPEECH BEING STOPPED DURING THE PERFORMANCE.**
- Videos should not be more than 30 seconds. **[For every 15 seconds over allotted 30 seconds -5 points]**
- Be sure to arrive early on your assigned speaking day to work out any technology issues regarding powerpoints or videos.

## 10 Points Colleague Critiques

Each student will submit a critique for each student who presents in the Zoom chat with five pieces of feedback. **[- 1 point each speech for each comment omitted in the colleague critique]**

- Comments should be specific and offer positive insights and suggestions.
- All students are required to provide written critiques of their observations of each speaker.
- Students who miss days in which presentations are scheduled will be required to write critiques of alternative assignments.
- **[Deductions 5 points per day missed]** when students are absent and do not make up peer critiques. Peer critiques are due the next class attendance.

## Key Resources

### STEP 1

WATCH [Lecture from Prof. LMC on the prompt \(via YouTube\)](#)

### STEP 2

WATCH [Key Video Lectures on How to Write a Speech](#)

- [Speech Writing Informative Overview Elements](#)
- [Informative Speeches \(Intro/Conclusion\) & \(Types Examples\)](#)
- [Monroe Motivated Sequence Lecture \(Persuasive Speech\)](#)
- [Problem Solution Organizational Pattern \(Persuasive Speech\)](#)

### STEP 3

REVIEW [This Checklist has important information on how to follow this source citation procedure.](#)

### STEP 4

REVIEW [Templates of Speeches from Students](#)

**BE SURE TO HAVE THIS TAB OPEN WHILE WORKING ON YOUR OUTLINE**

- [Examples Spring 2024 - Outline, Works Cited List, Brain Dump](#)
- [Examples Fall 2024 - Outline, Works Cited List, Brain Dump \\*\\*\\* Updated Sept 11, 2024](#)
- [Monroe Motivated Sequence Example](#)

### STEP 5

READ SPCH 1311 Course Textbook Chapters

- [Chapter 9: Preparing a Speech](#)
- [Chapter 10: Delivering a Speech](#)
- [Chapter 11: Informative and Persuasive Speaking](#)
- [Chapter 12: Public Speaking in Various Contexts](#)

### OPTIONAL STEP 5

Read Additional Textbook - Professor Coppoletta's Public Speaking Text

- [Chapter 9: Types of Presentations](#)
- [Chapter 10: Planning and Organization](#)
- [Chapter 11: Supporting Your Message](#)
- [Chapter 12: Delivering Professional Presentations](#)

### ADDITIONAL RESOURCES

- [Topic Generator Form](#)
- [Brain Dumps](#)
- [VIDEO: Visual Aids When Presenting Online](#)
- [Camera Angles](#) ← while working on your speech consider where you will speak in the zoom session on your presentation day and what device+camera angle you will use
- PowerPoint: [Organizational Patterns](#)
- [Monroe Organizational Pattern Example](#)
- PDF [Template](#) if you choose the Monroe Motivational Speech Organizational Pattern

### PowerPoints on Presenting

- PowerPoint: [Prep Tactics](#)
- PowerPoint: [Delivery Techniques](#)
- PowerPoint: [Audience Adaptation](#)
- PowerPoint: [Apprehension](#)

