

Speech 2001: The Major Forms of Oral Discourse

Section 001 (FW26)

Course Description and Objectives/Outcomes

Speech 2001 is an intensive practical course dedicated to developing and refining skills in effective oral communication. Students are expected to speak frequently; emphasis is on direct address before a group, with effective organization of ideas, clarity of expression, and use of rhetorical strategies. All aspects of the arts of delivery, the logical construction of arguments and their support, effective arrangement of material, rhetorical analysis of speeches (both written and oral), and effective use of statistics, testimony, evidence, and examples will be included. Speech develops “the ability to communicate information, arguments, and analyses accurately and reliably, orally and in writing, to a range of audiences” (Ontario Council of Academic Vice Presidents’ statement on “University Undergraduate Degree Level Expectations,” December, 2005). In addition, emphasis is placed on applying communication theory and on developing listening and critical skills, including peer evaluation.

Because of the workshop nature of the course, attendance and participation are mandatory. Failure to present a scheduled speech might result in a grade of zero for the assignment. No audits allowed. There is no Final Examination.

Upon finishing this course in public speaking, a student will be able to do the following:

- Speak effectively and confidently
- Understand and apply ethical theories
- Explain the differences between informative and persuasive rhetoric
- Craft, support, and communicate different types of arguments
- Develop critical listening skills
- Give and receive feedback
- Incorporate feedback into future speeches
- Construct research-based arguments
- Understand and apply Group Communication Theory
- Create Rhetorical Analyses, both written and oral
- Develop and deliver an Epideictic or Special Occasion Speech
- Incorporate audience analysis into speech preparation
- Work effectively in groups
- Integrate Classical Rhetorical Technique into contemporary speaking practices

Course Text

O’Hair, Dan, Rob Stewart and Hannah Rubenstein. *A Speaker’s Guidebook: Text and Reference*. Eighth Edition. Bedford/St. Martin’s, Boston, 2022.

This **required** text is available through the Western Bookstore; you can locate/order copies here: https://bookstore.uwo.ca/textbook-search?campus=UWO&term=W2026&courses%5B0%5D=002_UW/SPE2001
[Textbook cost: Hardcopy approx. \$167.00; ebook approx.. \$63.00]

Assignments

Note: Scripts/outlines for all speeches (typed or scanned) are due uploaded to Brightspace on the presentation date.

Social Speech	5%
Demonstration Speech	5%
Informative Speech	10%
Persuasion Speech	10%
PowerPoint Speech	10%
Group Presentation	15%
Final Speech	20%
Informative Speech Draft	10%
Rhetorical Analysis Assignment	15%

Due dates appear on the schedule below.

In addition to the above assignments, students will engage in ungraded exercises and practice speeches.

Note: Students are responsible for checking the course OWL site (<https://westernu.brightspace.com/>) regularly for news and updates. This is the primary method by which information will be disseminated to all students in the class. If students need assistance with the course OWL site, they can seek support on the [OWL Brightspace Help](#) page. Alternatively, they can contact the Western Technology Services Helpdesk. They can be contacted by phone at 519-661-3800 or ext. 83800.

Assignment Format (including citations)

All drafts and scripts are to be electronic (typed or, possibly in the case of a speech draft/outline, scanned) documents and must have your name, course name, section number, and instructor's name on the first page. When using sources for written assignments, you will be expected to follow MLA, APA, or Chicago citation practice. See pages 457-464 in the textbook. In your speeches, you can simply refer to the authors and salient details if needed: e.g., "according to the United Nations ...," "The UNESCO heritage website lists ...," "in MLK's famous speech of ...," "a Western University study of 2022 shows that..." Attach a Works Cited to the script/slide submission on Brightspace (as needed).

Submitting Assignments

Assignments are due on the dates specified in the syllabus. **Missed presentations receive zero**, and late penalties for written work are outlined below unless I have permitted an extension. You must contact me ahead of the due date and provide a suitable reason (see also **Academic Consideration**, below). You are responsible for keeping a copy of all assignments you submit.

By uploading your assignments to OWL, you will be automatically submitting them to Turnitin for plagiarism checking. Turnitin will generate a report for you, detailing the percentage of your paper that has been drawn from sources; you will be able to see the report, as will your instructor. No written assignment will be graded until that report is generated and viewed.

Scripts

- Scripts/outlines (keybarded or scanned) are due on Brightspace by 11:59 p.m. on the speaking date

- Slides (where used) must also be submitted to Brightspace by 11:59 p.m. on the presentation day

Other Written Assignments

Late assignments receive a penalty of 2.5%/day. Deductions are not arbitrary or strictly punitive. Professors generally try to stagger due dates across courses so that every class receives timely feedback. If one third of this class is one week late with scripts, speech drafts, etc., I might be facing close to 100 assignments that must be returned well before the next due date. Asking for an extension in advance allows me to plan to ensure, for example, that you receive feedback on the draft assignments prior to giving a speech. I cannot promise to grant extensions, but if you ask in advance, I can generally accommodate extensions *for the written assignments*.

Procedure for Assignment Submission

As noted above, scripts and/or slides must be submitted to OWL Brightspace on the speaking date. For the Informative Draft and the Rhetorical Analysis assignments, you will find Turnitin submission links. You will upload each written assignment as a single file. Your graded assignment, with comments, will be returned to you in the same format through Brightspace.

Attendance Policies

Here is the Writing Studies attendance policy:

- If you miss **nine unexcused hours of class** (the equivalent of up to three full weeks of class), your final grade will be reduced by 10 marks (e.g. an earned final grade of 80% will be reduced to a final grade of 70%; a grade of 70% will be reduced to 60%).
- If you miss a **total of more than nine unexcused hours of class** (the equivalent of more than three weeks of class meetings) your final grade will be reduced by 15 marks (e.g. an earned final grade of 80% will be reduced to a final grade of 65; a final grade of 70 will be reduced to 55).

This policy will be waived only if you have either undocumented or documented academic consideration. You may only use the undocumented consideration option once each term. If your absence is extended and prolonged (over one week of continuous non-attendance), then you must discuss it with your academic advisor in your home faculty and submit documentation to support your request for academic consideration. (See Academic Consideration policy below.)

Attendance also extends to tardiness. If you are more than 20 minutes late, you will be penalized an hour of attendance. Please make every effort to be on time as late entry can disrupt the flow of discussion in our class. Early departures from class, which have not been previously arranged with the instructor, will also be counted as an absence. If you leave during the break, you will be docked an hour of attendance.

Note: A class meeting missed in order to write a test, exam, or other form of ‘make-up class’ in another course *will* count as non-attendance and *will* attract penalties as defined above if applicable. Instructors at the University of Western Ontario *shall not require* a student to write a make-up test or similar at times which conflict with that student’s other scheduled class times. If you are asked or ‘required’ to do this, you should immediately contact an academic counsellor in your Dean’s office. If you elect to miss a class in order to write such a test, that is *your* choice; your absence will not be excused.

Scholastic Offences, including Plagiarism

All essays and assignments must be written **in your own words**. Whenever you take an idea or a passage of text from another author, you must acknowledge this debt by using quotation marks where appropriate and by proper referencing of all quotation, paraphrase, and summary via in-text citations. **Please note that plagiarism also includes double submission: submitting work**

from one course for credit in another without written permission from both instructors.

Plagiarism is a major academic offence. Scholastic offences such as plagiarism are taken very seriously and attended by academic penalties that may include expulsion from the program. You may read the appropriate policy on what constitutes a scholastic offence by following this link: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_offences.pdf#Policy

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com <http://www.turnitin.com>.

A Very Important Note on the Use of AI: In this course, the use of AI (such as automatic translation tools, grammar checkers, ChatGPT...) is prohibited, unless there has been discussion with and agreement by the instructor before beginning an assignment. If AI use is suspected, the instructor will ask for research notes, rough drafts, essay outlines, and/or other materials used in preparing assignments. Students are expected to retain these materials until after final grades have been entered. In the event of concerns being raised about the authenticity of any assignment, students may be asked to produce these materials; an inability to do so may weigh heavily against them.

Academic Consideration

University policy on academic considerations is described [here](#). This policy requires that all requests for academic considerations must be accompanied by a self-attestation.

Please note that any academic considerations granted in this course will be determined by the instructor, in consultation with the academic advisors in your Faculty of Registration, in accordance with information presented in this course outline.

For procedures on how to submit Academic Consideration requests through the Student Absence Portal, please see the information posted on the Office of the Registrar's webpage: https://registrar.uwo.ca/academics/academic_considerations/index.html

All requests for Academic Consideration must be made within 48 hours after the assessment date or submission deadline. All academic consideration requests must include supporting documentation, which may include a Student Medical Certificate. Recognizing that formal documentation may not be available in some extenuating circumstances, the policy allows students to make one Academic Consideration request **without supporting documentation** in this course. **However, the following assessments are excluded from this, and therefore always require formal supporting documentation:**

- **Group Speeches:** This assessment is central to the learning objectives for this course. Accordingly, students seeking academic consideration for this assessment will be required to provide formal supporting documentation. Students who are granted academic consideration for this assessment will be with the following opportunity to make up this work: alternate presentation format
- **Informative Speech Draft and Rhetorical Analysis:** Because the submission deadlines for these assessments already includes flexibility in the form of three-day windows for submission without penalty, the instructor reserves the right to deny academic consideration for assignments which are submitted following the end of the period of flexibility. Students are expected to submit each of these assignments by the deadline listed below. Should extenuating circumstances arise, students do not need to request Academic Consideration as they are permitted to submit their

assignment up to 72 hours past the deadline without any late penalty. Should students submit their assessment beyond 72 hours past the listed deadline, a late penalty as described above under “Other Written Assignments” will be applied.

Students with disabilities work with Accessible Education (formerly SSD) which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The accommodation policy can be found here:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic%20Accommodation_disabilities.pdf

Religious Accommodation

Students should consult the University's list of recognized religious holidays and should give reasonable notice in writing (email), prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance.

Students who are in emotional/mental distress should refer to MentalHealth@Western: (<https://www.uwo.ca/health/psych/index.html>) for a complete list of options about how to obtain help. Immediate help in the event of a crisis can be had by phoning 519.661.3030 (during class hours) or 519.433.2023 after class hours and on weekends.

Statement on Gender-based Sexual Violence

Western [is committed to reducing incidents of gender-based and sexual violence](#) and providing compassionate support to anyone who has gone through these traumatic events. If you are experiencing or have experienced GBSV (either recently or in the past), you will find information about support services for survivors, including emergency contacts at the following website:

<https://www.uwo.ca/health/studentsupport/survivorsupport/get-help.html>. To connect with a case manager or set up an appointment, please contact support@uwo.ca.

Other Student Support Services

Registrarial Services <http://www.registrar.uwo.ca>

Student Support Services <https://student.uwo.ca/psp/heprdweb/?cmd=login>

Services provided by the USC <http://westernusc.ca/services/>

Academic Support and Engagement <https://academicsupport.uwo.ca/index.html>

Intellectual Property and Copyright

All instructor-written materials (e.g., PowerPoints, lecture notes, oral lectures) for this course are created solely for students’ personal use within the course and remain the instructor’s intellectual property. Further reproduction, fixation, distribution, transmission, dissemination, communication, or any other uses without securing the consent of the copyright owner (the course instructor) may be an infringement of copyright. You may not distribute, email, or otherwise communicate these materials to any other person. These limitations extend to recording, photographing, or sharing lectures (online or in-person) and lecture material without permission. Posting the instructor’s content from this course to online course sharing sites like OneClass or Course Hero without permission is both an infringement of intellectual property law and a violation of academic integrity guidelines. The instructor will pass these cases on to the Western University Ombudsperson or their Department Chair as appropriate.

Audience Etiquette

Do not distract the speakers and audience. Late arrivals and early departures to and from class (including after breaks) are disruptive and can affect speakers’ performances. If you arrive late during a speech, stand quietly in the hall until the person speaking is finished. Also:

- Turn-off all technology during speeches
- Do not speak to the instructor during speeches: they are listening and preparing feedback
- Do not enter or leave the room when speeches are in progress
- Do not make noise (including conversation) in the hallway while speeches are in progress

Classroom Computer Use Policy: Students are expected to respect the classroom environment and to refrain from inappropriate use of technology. Speech 2001 is not only about public speaking but also about acquiring good listening skills. It is not appropriate to use technology (such as, but not limited to, laptops and cell phones) during speeches and lecture. Doing so is distracting to other students.

Recordings: For privacy reasons, students are not permitted to produce audio or audio-visual recordings during class. While it would be interesting to have an archive of speeches for posterity, it isn't possible. This policy can only be waived in special circumstances when students receive accommodation through Accessible Education, and permission must be requested from the instructor on a case-by-case basis (i.e., for specific days and times, etc.).

Schedule of Class Meetings

Note: Because of the nature of this course and the amount of class time dedicated to speeches, the schedule of speeches may change over the course of the year.

Date	Topics, Readings, and Speeches/Assignments
Sept. 14	Introduction to the course/syllabus Intro speech exercise
Sept. 21	Chapter 1: Becoming a Public Speaker Chapter 2: Give It a Try: Preparing Your First Speech Chapter 3: Managing Speech Anxiety Chapter 4: Listeners and Speakers Chapter 7: Selecting a Topic and Purpose Chapter 17: Methods of Delivery Chapter 18: The Voice in Delivery Chapter 19: The Body in Delivery
Sept. 28	Chapter 27: Special Occasion Speeches Chapter 11: Organizing the Body of the Speech Chapter 12: Types of Organizational Arrangements Chapter 14: Developing the Introduction Chapter 15: Developing the Conclusion
Oct. 5	Social (Special Occasion) Speeches

Fall Reading Week	
Oct. 19	Social Speeches (cont.) Chapter 6: Analyzing the Audience Chapter 8: Developing Supporting Material Chapter 20: Speaking with Presentation Aids
Oct. 26	Informative Speech Draft due (flexible deadline: Oct. 26 until Oct. 29 at 11:59 p.m.) Demonstration Speeches
Nov. 2	Demonstration Speeches
Nov. 9	Demonstration Speeches
Nov. 16	Chapter 5: Ethical Public Speaking Chapter 10: Citing Sources in Your Speech Chapter 16: Using Language to Style the Speech Chapter 23: The Informative Speech
Nov. 23	Informative Speeches
Nov. 30	Informative Speeches
Dec. 7	Review and looking ahead

◆ **Holiday Break** ◆

Date	Topics, Readings, and Speeches/Assignments
Jan. 4	Introduction to Second Terms Speeches Chapter 20: Speaking with Presentation Aids (redux) Chapter 21: Designing Presentation Aids Chapter 22: Using Presentation Software

Jan. 11	Chapter 24: Principles of Persuasive Speaking Chapter 25: Developing Arguments for the Persuasive Speech Chapter 26: Organizing the Persuasive Speech
Jan. 18	PowerPoint Speeches
Jan. 25	PowerPoint Speeches
Feb. 1	PowerPoint Speeches
Feb. 8	Persuasive Speeches
Reading Week	
Feb. 22	Persuasive Speeches
Mar. 1	Final Speeches
Mar. 8	Final Speeches
Mar. 15	Final Speeches
Mar. 22	In class work/consultation on Group Presentation Chapter 29: Communicating in Groups
Mar. 29	Group Presentations
Apr. 5	Group Presentations Rhetorical Analysis Due (flexible deadline: Apr. 5 until Apr. 8 at 11:59 pm)