

COMM 100: Introduction to Public Speaking (3 Credits) Spring 2025

Sec. 1 (CRN 000158) & Sec. 9 (Honors) (CRN 001488)
Sec. 5 (CRN 000217)

TTh 12:00-1:15 Classroom: FR 254
TTh 1:30-2:45 Classroom: FR 254

Instructor: Dr. Anthony M. Ocaña (He-Him-His)

Office: Flora Frick 255H

Office Phone Number: 218-477-2064

Email: anthony.ocana@mnstate.edu

School of Communication and Journalism

Mailbox: MacLean 260 (SCJ main office)

SCJ main office phone: 218-477-2983

Office Hours (FR 255H or on Zoom)

M W 11:00-12:00 & 1:30-3:00 | T Th 11:00-12:00 | F or other times by appointment

Office Zoom Meeting ID: 918 5981 4392 Security Passcode: 778503

Guest Link: <https://minnstate.zoom.us/j/91859814392>

For student privacy, this Zoom site has a waiting room. If you are waiting more than 5 minutes, please send me an email at anthony.ocana@mnstate.edu to let me know you are waiting.

Prerequisites: None

Course Overview and Learning Outcomes

COMM 100 is a required Liberal Studies Foundation course and it is designed to provide essential skills for your future coursework. You will build on the oral communication competencies you learn in this course in the next LASC courses you take, and in courses throughout your major. In addition to communication learning outcomes, this course also fulfills the Information Literacy outcome.

Upon completion of COMM 100, you will be able to:

- Understand and clearly state the purpose and thesis of your speech.
- Analyze particular audiences and select appropriate ethical communication strategies.
- Identify, access, select, evaluate, and cite supporting information for a speech.
- Present a clearly organized set of ideas. Employ language appropriate to the audience and situation.
- Use clear and engaging language and delivery.
- Understand critical listening and interpersonal communication techniques.
- Plan, prepare and conduct an effective group presentation.

For Education Majors: This class also fulfills the following MN Board of Teaching objectives:

- (i) distinguish fact from opinion and the words that signal opinions and judgment in persuasive texts;
- (ii) think critically, draw inferences or conclusions from facts, analyze author's purpose and point of view, evaluate author's argument and evidence, and synthesize information from more than one text;

Course Format: This course meets in person for 150 minutes per week. There will be at least three major speeches presented in class. Lectures will be presented either in class or posted as videos in D2L. Additionally, there will be quizzes and a cumulative final exam on the reading material, lectures, and class discussions conducted in D2L.

Textbook and Required Materials

The course textbook is *The Engaging Speaker: Speaking with Contemporary Audiences* by Timothy A. Borchers, Theresa Hest, and Denise Gorsline (2018 edition). You may purchase this book in the MSUM Bookstore in MacLean Hall. All proceeds from the textbook provide instructional support.

We will be using online tools this semester to help prepare and practice speeches, so this speech class also requires the recording and uploading of speeches. You will need to have access to a computer with a microphone and camera, headphones (to prevent feedback during any online group discussions), and reliable internet with sufficient streaming capability to handle Zoom meetings. Plan to have something to raise your laptop or camera about 12" above table level for live or recorded speeches (this avoids low-angle shots that limit presentation effectiveness). For speech practice videos or live presentations, plan to have a space where you can stand a few feet from your camera, and material for written or printed speaking notes (you are **not** to use your laptop or phone for speaking notes). Students are also expected to have "business casual" attire that they can wear for more professional presentations.

Online Tools: Zoom, D2L Brightspace, Kaltura, Email, and OneDrive

If we ever need to meet over Zoom as a class, please use the access information posted above in Course Format. We will also use D2L Brightspace in order to post messages and assignments, send emails, etc. Your D2L-linked email automatically goes to your mnstate.edu mail account, so you should check your school email regularly (daily during the work week). Your instructor will post grades on D2L. If you have trouble accessing D2L, please contact the Help Desk at support@mnstate.edu or 218-477-2603. Check your computer's D2L system compatibility by going to <https://mnstate.learn.minnstate.edu/d2l/systemCheck>. D2L tutorials can be found at <https://www.mnstate.edu/instructional-technology/desire2learn/#tabs-4>.

D2L submissions: Since D2L has limitations to what is viewable in its assignment folder, all formal assignments are to be submitted in an approved format to their designated Assignment folder in D2L. Assignment folders are where feedback is given on assignments. **Material not submitted in an approved format to their proper Assignment folder will not earn credit.** Here is the list of approved submission formats:

- Documents (papers) are to be submitted as Word documents or pdf files.
- Pictures are to be submitted as .jpg files.
- Videos are to be submitted as links to view as online videos (post the link in a Word document, and copy the address as a text comment when you upload that file). It is your responsibility to make sure any submitted links to your videos can be accessed by someone other than yourself (have a friend or classmate test each link you post).

All assignments are to be posted in your D2L assignments folder by their designated due date and time to earn full credit.

Zoom and Kaltura (a video recording program) can be used to record and submit practice speeches. Both programs are linked in your D2L site. Please be sure to set any Zoom recordings to record to the cloud, which creates a sharable link to your video.

Email is the formal means of communication at MSUM. **Messages from your professor that request an email response are to be given a reply within 24 hours during the work week (M-F).** This is common professional courtesy to your professors, classmates, coworkers, etc., so please make this a habit. If you send your professor an email and do not get a reply within 24 hours during the week, it is appropriate to send a follow-up email.

All students have access to OneDrive as part of their Microsoft 365 online suite. We will use this program for shared document folders during the group speech project.

Course Policies

Attendance and Participation

Being in class on time, actively contributing to class discussions and chats, and completing and posting activity homework assignments on time is expected. Simply being in class every day is not enough to earn more than a C for this part of your grade. To earn a higher participation grade, share your ideas, interact with others, and stay engaged throughout the class. If participating online, please be aware that online classes pose a high risk for distraction and disruption. If participating online, please find a space where these distractions are minimized.

Documentation is needed for making up missed speeches or quizzes without penalty. Because of their nature, some in-class activities cannot be made up. However, **missed participation points can be made up with extra credit.** Activity schedules (e.g. athletic team travel days) must be provided at the beginning of the semester. It is the responsibility of the student to inform the professor of possible activity conflicts with speech days. Unexcused absences (defined as missing more than 15 minutes of a class), coming to class late, or leaving class early will impact your participation grade in this class, as you cannot participate if you are not in class. Per University policy, you are allowed one week of absences (typically two classes) without regular participation impact. For every absence (or missed more than 15 minutes) beyond two classes, your participation score will decrease by either four points (10% of 40 points) for regular lecture/activity days, or six points (15%) for speech or workshop days. Basically, if you miss more than a month of class, you can lose up to 40 points in this class.

Extra Credit opportunities, such as writing critiques of campus or community speaking events, can be used to earn one or two additional participation points each. Extra credit points are considered “locked-in,” and can help you earn up to your total of 40 possible participation points. At least one extra credit submission is required for any final grade adjustment consideration.

You are expected to speak on your assigned speaking day. If you are ill or something of that nature on your speaking day and do not have documentation of need, a late speech may be presented if time allows, or will need to be presented outside of class time with an audience you provide. Such speeches will be reduced by at least one full letter grade. **If you simply do not show up on your scheduled speaking day, you will not be allowed to give your speech for full credit unless you have a documented (confirmed by the Dean of Students office) excused absence and contact your instructor within 24 hours of class.** Obviously, there are situations that warrant an excused late assignment (no deduction) such as a family funeral or a serious illness with medical documentation. Please just stay in touch.

Student Grievance/Complaint Process

Any concerns about this course may be discussed with your course instructor, the SC&J Department Chair (Prof. Denise Gorsline, gorsline@mnstate.edu, MacLean 260), or Dr. Peter Sherman, Dean of the College of Business, Analytics, and Communication (peter.sherman@mnstate.edu, College of Business 100). Full descriptions of the grievance/complaint process for Academic, Administrative, and Student Affairs can be found in the Policies and Procedures section of the Student Handbook at <https://www.mnstate.edu/student-handbook/>.

Please contact your professor if you have concerns about classmate or group member conduct. If behavior violates university policies in the Student Handbook, the issue may be brought to Troy Schmidt, Director of Student Conduct & Resolution; troy.schmidt@mnstate.edu, 218-477-2391; located in Flora Frick 153.

University Policies

Academic Honesty

The University expects all students to represent themselves in an honest fashion. In academic work, students are expected to present original ideas and give credit for the ideas of others through proper citation (written and/or oral). The value of a college degree depends on the integrity of the work completed by the student.

When an instructor has convincing evidence of cheating or plagiarism, your professor may assign a failing grade for the assignment or the course and report the offense, the evidence, and the action to the Dean of their college or the Vice President for Academic Affairs.

Class policy on AI use: For any projects where AI may be used to help find information or generate ideas, any content directly used from an AI source (up to 10% of a project) must be marked by highlighting or using a different font color. Students must then explain in writing (marked and attached in an appendix) why they chose to use that direct content in their paper or project.

Accessibility Statement

Minnesota State University Moorhead (MSUM) is committed to providing equitable access to learning opportunities for all students and strives to make courses inclusive and accessible in accordance with sections 504 and 508 of the 1973 Rehabilitation Act, the Americans with Disabilities Act (ADA) and the Minnesota RISE Act, Statute, 135A.163. The University will make reasonable accommodations for students with documented disabilities.

Accessibility Resources (AR) is available to facilitate a range of academic support services and accommodations for students with disabilities. If you have a disability, you can request assistance by contacting AR at 218-477-2167 (voice), 218-477-2420 (fax) or accessibility@mnstate.edu (email). Once eligibility has been determined, students register with AR every semester to activate their approved accommodations. Although a student may request an accommodation at any time, it is best to initiate the application process at least four weeks before a student wishes to receive an accommodation. Students may begin the accommodation process by submitting a Request for Accommodations form online at <https://www.mnstate.edu/student-life/student-services/accessibility/request-accommodations/form/> or by contacting Accessibility Resources.

The Director of Accessibility Resources, Chuck Eade, serves as MSUM's ADA Coordinator for students. He can be reached at Charles.Eade@mnstate.edu. Additional information is available on the AR website: <http://www.mnstate.edu/accessibility>.

Academic and Student Support Services

MSUM provides multiple student support services to help you through your academic career. Links to student support resources (writing support, library, career development, counseling, etc.) are also available to you on the D2L navigation bar under the Resources/Help menus.

- The Academic Success Center has resources to assist you with Advising, Registration, Tutoring and Academic Support. Visit their website for a list of services <http://www.mnstate.edu/asc>, or call 218.477.4318.
- Tutoring services are available to assist students with study guides, test prep, and other services. <https://www.mnstate.edu/academics/support/asc/tutoring/>
- [eServices](http://www.mnstate.edu/eservices/) provides online registration and account management <http://www.mnstate.edu/eservices/>
- [Library Distance Ed Services](https://libguides.mnstate.edu/COMM100) are available to you as you research and study. We also have a libguides site for our public speaking classes <https://libguides.mnstate.edu/COMM100> that you might find helpful for presentations.
- Counseling services are available on our campus <https://www2.mnstate.edu/counseling-services/>
- The [Student Handbook](http://www.mnstate.edu/student-handbook/) is a reference for understanding University policies and procedures. <http://www.mnstate.edu/student-handbook/>

Links to student support resources (writing support, library, career development, counseling, etc.) are also available to you on the D2L navigation bar under the Resources/Help menus.

Sexual Violence Prevention Statement:

Acts of sexual violence are intolerable. MSUM expects all members of the campus community to act in a manner that does not infringe on the rights of others. We are committed to eliminating all acts of sexual violence.

MSUM faculty and staff are concerned about the well-being and development of our students. We are obligated to share information with the MSUM Title IX Coordinator in certain situations to help ensure that the students' safety and welfare is being addressed, consistent with the requirements of the law. These disclosures include but are not limited to reports of sexual assault, relationship violence, and stalking.

If you have experienced or know someone who has experienced sexual violence, services and resources are available. You may also choose to file a report. For further information, contact Kara Gravley-Stack, Dean of Students/Title IX Coordinator, kara.gravleystack@mnstate.edu, 218.477.2391 or Troy Schmidt, Assistant Dean of Students/Deputy Title IX Coordinator; troy.schmidt@mnstate.edu, 218.477.2174; both located in Flora Frick 153. Additional information is available at: www.mnstate.edu/titleix

Anti-bias Statement:

Minnesota State University Moorhead has an enduring commitment to enhancing Minnesota's quality of life by developing and fostering understanding and appreciation of a free and diverse society and providing equal opportunity for all its students and employees. Incidents of hate and bias are inconsistent with the mission and values of MSUM.

MSUM acknowledges that it occupies the ancestral land of the Anishinaabe (Ojibwe), Dakota (Sisseton, Wahpeton) and Yanktonai Dakota First Nations. We will strive to build toward better relationship between our university and the indigenous people still present with us.

A bias incident is an act of bigotry, harassment, or intimidation that is motivated in whole or in part by bias based on an individual's or group's actual or perceived race, color, creed, religion, national origin, sex, gender, age, marital status, disability, public assistance status, veteran status, sexual orientation, or familial status.

If you are a student who has experienced or witnessed a hate or bias incident, we want to address the incident and provide you with resources. Contact the Campus Diversity Officer, Jered Pigeon at jered.pigeon@mnstate.edu, 218.477.2047, 114 CMU or the Dean of Students, Kara Gravley-Stack at kara.gravleystack@mnstate.edu, 218.477.4222, 153 Flora Frick Hall. Additional information is available at: <https://www.mnstate.edu/oscar/>

Classroom Expectations

In order to create a class environment conducive to shared learning for all class members (including you), students are expected to adhere to the following class expectations:

1. Be in class on time.
2. Turn in assignments before the start of class on due dates.
3. Do not use inappropriate or offensive language during class.
4. Notify instructor (email) prior to class time for any absence.
5. College sanctioned activity absences: Schedule must be presented to instructor at beginning of semester.
6. Do not disrupt the class. Please stay on topic.
7. Be attentive. It is obvious when you are distracted, which can reduce your participation grade.
8. Be prepared to participate in class discussions.
9. Be respectful of your fellow students. This includes how you interact with your peers in person or online, how you respond to what people share, and how you pay attention when your peers are giving presentations in class.

Grading

Course grades will be calculated in the following manner:

100-90% = A, 89.9-80% = B, 79.9-70% = C, 69.9-60% = D, Below 60% = F

No final grade adjustments (possible if your final grade is within .5% of the next grade level) will be considered without you having earned all possible participation points and completed at least one extra credit assignment. Your instructor will explain the course grading philosophy/requirements.

Assignments: Total Possible Points = 400

Introduction Speech 10 points

Impromptu Speech 25 points

Informative Speech 60 points

Quizzes/Final Exam 150 points total

Group Persuasive Speech 100 points

Participation / Activities 40 points (25 general points, 10 group annotated bibliography points, 5 course eval submission points)

Persuasive Speech Workshop Outline 15 points

Typical time for assignment grade posting in D2L is 5-10 business days (M-F)

Major Speaking Assignments:

(Full assignment descriptions and grading rubrics will be provided by your instructor)

1. Impromptu Speech: Students will present at least one impromptu speech that is 2 - 3 minutes in length and follows the required speech structure. Students may speak from a note sheet.

2. Informative Speech: Students will present an informative speech that is 4 - 6 minutes in length and incorporates at least two cited sources and two presentational aids. You will submit a rough draft outline, final typed outline, and a reference list. Students may speak from notecards or a single-page outline.

3. Group Persuasive Speech: Your group will present a persuasive speech that reflects audience analysis, persuasive language and structure, ten or more cited credible sources, and a supporting PowerPoint presentation. Your group will submit a rough draft outline, final outline, reference list, and an annotated bibliography. Time limits will be provided by your instructor, but each group must speak for a minimum of 15 minutes and all students must speak. Individual students may speak from notecards or a single page outline.

Quizzes: There will be 4 online (D2L) quizzes, and a comprehensive final exam (in D2L) that will cover all course material for the semester.

Activities and Participation: For your final course grade, 10% (40 points) is based on your participation. Participation includes in-class activities, activity homework assignments (posted in D2L), thoughtfully contributing to class discussion (NOT just being seated), being attentive, joining class on time, and ethically serving as an audience member for your classmates. If you join class every day but are not actively engaged, you can expect to earn a C (30 points) for participation. Some required participation activity assignments, such as the annotated bibliography and the final online course evaluation submission, have set points assigned to them and will be explained in class. **See the section on Attendance and Participation for further information on penalties for missed classes and opportunities for earning participation points through extra credit.**

Tentative Schedule (subject to adjustment as necessary):

Week 1 Jan 13-17	Welcome/Orientation/Syllabus/Explain Introduction Speech/Prep Introduction Speech Read & Discuss Chapters 1-3. Discuss Chapter 1: An Introduction to Public Speaking *MSUM drop/add deadline Fri. 1/17 4:00 pm
Week 2 Jan 20-24	No Class Monday 1/20 (MLK Jr. Day) Deliver Introduction Speeches.
Week 3 Jan 27-31	Read & Discuss Chapters 2-4. Chapter 2: Communication Competencies; Chapter 3: Determining Your Purpose and Topic; Chapter 4: Knowing Your Audience
Week 4 Feb 3-7	Read and Discuss Chapters 5, 6, 7 & 16 Chapter 5: Organizational Patterns and Outlining; Chapter 6: Introductions and Conclusions; Chapter 7: Supporting Information; Chapter 16: Impromptu Speaking (with practice activity) Quiz #1 (Chapters 1-4, lecture) due
Week 5 Feb 10-14	Deliver Impromptu Speeches Library skills and information literacy training (online videos). Read and Discuss Chapters 8 & 9. Chapter 8: Gathering and Evaluating Information; Chapter 9: Using Information in your Speech. Discuss Informative Speech Assignment/Topic Brainstorming/ Determine and Research Informative Speaking Topics **Dr. Ocaña will be at a conference Feb 13-18.**
Week 6 Feb 17-21	No Classes Monday 2/17 (Presidents Day) Read and Discuss Chapters 10, 11, 12 & 13. Chapter 10: Using Language; Chapter 13: Informative Speaking Chapter 11: Presenting Your Speech; Chapter 12: Interacting With Your Audience Quiz #2 (Chs. 5-9) due **Dr. Ocaña will be at a conference Feb 13-18.**
Week 7 Feb 24-28	Continue delivery development and citing sources Informative Speech Rough Drafts & Workday Th 2/27 (bring printed draft outline to class)
Week 8 Mar 3-7	Deliver Informative Speeches / write classmate critiques
Mar 10-14	Spring break
Week 9 Mar 17-21	Deliver Informative Speeches / write classmate critiques Discuss working in groups and Persuasive Group Speech assignment. Creating group agreements; Choosing & researching group persuasive topics. Quiz #3 (Chs. 10-13, 16) due
Week 10 Mar 24-28	Read and Discuss Chapters 14 & 15; Submit group contracts Chapter 14: Creating Persuasive Arguments; Chapter 15: Presenting Arguments Discuss Argumentation/Persuasive Language/Annotated Bibliographies
Week 11 Mar 31 - Apr 4	Outlining persuasive speech. Discuss using PowerPoint effectively Read Chapter 17: Special Occasion Speaking (in preparation for quiz 4)
Week 12 Apr 7-11	Annotated Bibliographies due Thursday 4/10 Group outlines and speeches developed this week. Quiz #4 (Chs. 14, 15, 17) due
Week 13 Apr 14-18	T 4/15 Student Academic Conference (attend one session in-person and write a critique). Th 4/17 Group Workshop Day: Draft Persuasive Group Outlines, PowerPoint, and Reference List due in class (Complete and printed = 10 points; attendance = 5 points). Groups Practice Persuasive Presentations. No classes Friday 4/18
Week 14 Apr 21-25	Persuasive presentations. Presentation group materials due. Last day to withdraw M 4/21 4:00 pm
Week 15 Apr 28 – May 2	Persuasive presentations. Presentation group materials due. Submit group member feedback by 11:59 pm T 4/29.
Week 16 May 5-6	Class wrap-up. Peer feedback reflection due. No Classes Wednesday 5/7 (Study Day). Submit online course evaluation

Finals Periods (<https://www.mnstate.edu/academics/calendars/final-exam-schedule/>)

Final exam will be conducted on D2L and must be submitted by 11:59 pm on Wednesday 5/14.

COMM 100 Basic Outline Format

Your Name and Class Info

Title of the Speech

Introduction You will type out the entire introduction on your outline, with all parts labeled and in complete sentences.

Attention Getter: (story, example, question – capture our interest)

Credibility Statement:* (what is your experience with or knowledge of the topic?)

Significance Statement:* (why is the topic relevant/interesting for your audience?)

Identification Statement:(what do you have in common with your audience to show you understand their needs?)

*These three may be in any order and two of them may be combined.

Thesis Statement: (one sentence that contains the topic and purpose of your speech)

Preview Statement: (specifically list your 2 – 5 main points in the order they will be presented)

Connective/Transition: (“First....”)

Body The body of the speech will be an *outline* and not a manuscript of the speech.

I. First Main Point: Write as a complete sentence. You will have 2 – 5 main points in your speech.

A. Supporting Point: You need 2 – 5 supporting points for each main point. These don’t need complete sentences.

1. SSP: Support for your supporting point, also in sets of 2 – 5.

2. SSP

B. Supporting Point:

Connective: Mention both the previous main point and the next main point. Write as a complete sentence.

II. Second Main Point: Write as a complete sentence.

A. Supporting Point:

B. Supporting Point:

Connective: (“In closing....”)

Conclusion Your entire conclusion will be on the outline. Label all parts and write in complete sentences.

Closure Statement: (Can be the connective)

Review of Main Points: (Same as your preview, but in past tense)

Restate Thesis: (Your thesis statement in past tense)

Clincher: Try to refer back to your attention catcher. Don’t say “thank you.”

References:

List your references at the end of your outline following the guidelines discussed in class or from APA or MLA style manuals or websites (see links from library website). Also cite your references during the speech when you specifically refer to materials used from those sources.