



## Master Course Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: <https://catalog.uvu.edu/>

---

**Semester:** Spring

**Course Prefix:** COMM

**Course Title:** Public Speaking

**Year:** 2025

**Course and Section #:** 1020-603

**Credits:** 3

---

### ***Course Description***

COMM 1020 introduces basic concepts, theories, principles of oral communication as applied to a variety of speaking situations. The course is designed to help you develop competence in oral communication through performance, the development of critical thinking skills, arrangement of ideas, and use of evidence and reasoning to support claims. Explains how culture influences what is considered effective public speaking.

---

### ***Course Attributes***

This course has the following attributes:

- General Education Requirements
- Global/Intercultural Graduation Requirements
- Writing Enriched Graduation Requirements
- Discipline Core Requirements in Program
- Elective Core Requirements in Program
- Open Elective

Other: *Click here to enter text.*

---

### ***Instructor Information***

**Instructor Name:** Russell Cowley

---

### ***Student Learning Outcomes***

1. Apply course material to social, civic, and ethical problems in order to develop responsible ways of thinking and acting.
  2. Construct (research, outline, and organize) public speeches.
  3. Deliver impromptu, informative, persuasive, and celebratory speeches.
  4. Use primary sources to support ideas.
  5. Incorporate presentations slides and/or visual aids into speeches.
  6. Improve listening, note taking, and observational skills and use those skills to engage in the dialogue.
  7. Apply the components of the public speaking process in diverse speaking situations.
  8. Manage apprehension about communicating in public contexts.
  9. Explain how culture influences effective speaking.
- 

### ***Course Materials and Texts***

This course has two required texts an: e-textbook and a student guidebook. Both are necessary for the successful completion of this course. Both textbooks are included in the course fee associated with this course.

**E-Textbook:** Valenzano III, J., Broeckelman-Post, M., and Braden, S. (2020). *The Speaker's Primer* (3rd Edition), Top Hat. ISBN #978-1-68036-877-2

**Student Guidebook:** Munz, S. M., Murphy, J., and Wassink, B. (2020). *A Student Guidebook: A Student Guidebook for COMM 1020 Public Speaking*, bluedoor, LLC. ISBN #978-1-68135-818-5.

The textbook and student guidebook are on Canvas. **YOU DO NOT NEED TO PURCHASE A HARD COPY.**

---

## ***Course Requirements***

### **Course Assignments, Assessments, and Grading Policy**

#### **Oral Presentations**

You will develop and deliver five graded oral presentations in COMM1020. Assignment descriptions, evaluation criteria, evaluation forms, and other associated documents for each assignment are located on Canvas. You will notice that the Introductory, Great Speech, Informative, and Persuasive speeches require graded practice. As part of your development as a presentational speaker you will be encouraged to attend the UVU Public Speaking Lab. Once at the lab, you will have the opportunity to work on your delivery with a trained lab attendant. You will also have opportunities to practice your speech during in class workshops. As you progress through the course, your oral presentations will require you to develop full sentence outlines, integrate primary source material, and construct visual aids. Remember, we are working together to become ethical, honest, credible, and considerate public speakers in this course.

**Note:** All speeches require a full sentence outline in order to receive a grade. Failing to submit an outline will result in a zero for the speech.

#### **Analysis Activities**

**Peer Evaluations.** During the Introductory; The Great Speech Performance; The Informative Speech; and the Persuasive Speech you will complete peer evaluations of at least one classmate's presentation.

#### **Quizzes and Content Mastery**

**Content Mastery.** You are expected to read the e-textbook chapters as assigned on the semester schedule and come prepared to discuss and work with the material in class. All chapter readings are located through Canvas.

**Quizzes.** In order to assess your learning and progress in the course you will take 11 quizzes. The quizzes will cover textbook content. Quizzes are open book and open note.

The following assignments will be completed by each student enrolled in COMM 1020. All speaking assignments must be completed in front of an audience to receive a passing grade in the course.

**Final Exam Period.** You will receive additional guidelines from your Instructor towards the end of the semester about the nature and structure of the final exam period. Your attendance is mandatory during the final exam period—do not schedule a flight; vacation; or another activity during your course's assigned final exam period. This is a UVU policy; no special accommodations will be made.

## Communication Public Speaking Lab (CB #505A)

As part of your enrollment in COMM 1020, you have access to the UVU Public Speaking Lab. The lab is where you can go for help to prepare and enhance your oral and written communication skills in a positive, friendly, and safe environment with trained staff. As part of your appointment, you can engage in a filmed recording of your presentation and engage in a constructive feedback sessions with the UVU Public Speaking Lab Mentors. You will be provided with a lab form that will serve as proof of your attendance. In order to receive credit for your engagement in the lab, you must turn this form into your instructor. Be sure to consult with your instructor on their due date expectations. The UVU Public Speaking Lab is located at CB#505A.

## COMMSurveys

### What is the purpose of these surveys?

These surveys are part of an ongoing analysis of the COMM 1020 Program curriculum.

### When will they happen?

Three times during the semester (beginning, middle, and end). Your instructor will forward you the Qualtrics survey links. Each survey will be available for a specific period of time.

### What are the surveys about?

In general, you will be asked about your feelings and perceptions about communicating in and about various speaking contexts and about your experiences in COMM 1020. These will include questions about communication apprehension, your preparation for speeches, perceptions about our course curriculum, and your specific COMM 1020 class. The goal with these assessments is to examine students' progress and continually improve our course. We take these assessments very seriously and we hope you will too.

### How do these assessments factor into my COMM 1020 grade?

Each assessment is worth 5 points; for a total of 15 points of your total course grade and earned solely for your participation not on the quality of your response. In other words, for each survey you complete in its entirety you receive the points. Each assessment will have specific access periods during which each must be completed. Your responses will be kept confidential and any identifying information will be removed before any analyses are conducted. Your Instructor will provide more details about these assessments throughout the semester.

## Class Participation

You are expected to take an active part in class discussions. This includes reading assignments and engaging in classroom activities. Throughout the course, your Instructor will assign various activities to help facilitate learning of course concepts.

Course Requirements	Points	Learning Outcomes Achieved
<b>Oral Presentations</b>		
Impromptu Speech (minimum of 1 or more @ instructor discretion)	25	1, 2, 3, 6, 7, 8, 9
<b>Introductory Speech</b>	25	
· Outline	10	1, 2, 3, 6, 7, 8, 9
· Practice Form	10	
<b>The Great Speech Performance</b>	75	
· Outline	10	1, 2, 3, 4, 5, 6, 7, 8, 9
· Practice Form	10	

<b>Ted Talk/Informative Speech</b>	100	
· Outline	10	1, 2, 3, 4, 5, 6, 7, 8, 9
· Practice Form	10	
<b>Persuasive Speech</b>	125	
· Outline	10	1, 2, 3, 4, 5, 6, 7, 8, 9
· Practice Form	10	
<b>Analysis Activities</b>		
Introductory Speech Peer Feedback	10	6, 7
The Great Speech Performance Peer Feedback	10	6, 7
Ted Talk Informative Speech Peer Feedback	10	6, 7
Persuasive Speech Peer Feedback	10	6, 7
Culture Paper	50	2, 4, 5, 8, 9
<b>Exams and Content Mastery</b>		
Chapter Quizzes (1 @ 20 points each)	220	1, 2, 8, 9
<b>In Class Engagement Exercises and Workshops</b>		
COMMSurveys (3 @ 5 points each)	15	
Participation	100	
Additional Assignments	20	

The following grading scale will be used in the course:

A = 94%-100%

A- = 90%-93.9%

B+ = 86%-89.9%

B = 83%-85.9%

B- = 80%-82.9%

C+ = 76%-79.9%

C = 74%-75.9%

C- = 70%-73.9%

D+ = 66%-69.9%

D = 63%-65.9%

D- = 60%-62.9%

F = > = 60%

### Required or Recommended Reading Assignments

All required readings use chapters from course textbook and student guidebook that align with lectures and assignments.

### General Description of the Subject Matter of Each Lecture or Discussion

Chapter 1: Understanding Public Speaking

- Communication Models
- Conversation versus Speech
- Public Speaking Myths

## Chapter 2: Speech Anxiety

- Communication Apprehension

## Chapter 3: Speaking in your Career

- Contextual Factors
- Speaking in Different Fields and Professions

## Chapter 4: Speaking and Ethics

- Ethical responsibilities of Speakers
- Ethics as an Audience Member

## Chapter 5: Civility

- Defining Civility
- Foundational Civil Behaviors
- Contemporary Contexts for Civility

## Chapter 6: Practice

- Quality and Quantity of Practice
- Stages of Practice
- Good Practice Sessions

## Chapter 7: Diversity & Culture

- Understanding Culture
- Exploring Cultural Categories

## Chapter 8: Audience Analysis

- Analysis Before the Speech
- Methods of Analysis During the Speech
- Other Ways of Gathering Audience Information

## Chapter 9: Topic Selection

- General Purpose Statements
- Choosing your Topic
- Determining the Specific Purpose

## Chapter 10: Outlining

- Outlining Principles
- Preparation and Speaking Outlines

## Chapter 11: Introductions, Conclusions, and Connective Statements

- Structure of the Introduction
- Transitions between Main Ideas
- Structure of the Conclusion

## Chapter 12: Research and Preparation

- Information Literacy
- Places to Research
- Documenting Research

## Chapter 13: Supporting Materials

- Different ways to Support Your Ideas
- Guidelines for Using Supporting Materials

## Chapter 14: Informative Speaking

- Types of Informative Speeches
- Organizational Patterns
- Explaining Difficult Concepts
- Goals and Strategies for Informative Speeches

## Chapter 15: Language

- Language Characteristics
- Structuring Language
- Linguistic Devices

## Chapter 16: Delivery

- Modes of Delivery
- Components of Delivery

## Chapter 17: Speaking with Presentational Aids and Technology

- Traditional Visual Aids
- Presentation Aid Technology and Guidelines

## Chapter 18: Context and Speech Situation

- Components of Speaking Environments
- Media
- Room Size Versus Audience Size

## Chapter 19: Reasoning

- Types of Reasoning
- Forms of Reasoning
- Fallacies

## Chapter 20: Persuasive Speaking

- The Persuasive Process
- Types of Persuasive Speeches
- Persuasive Organizational Patterns
- Adjusting to Audiences During the Speech

---

## ***Required Course Syllabus Statements***

### **Generative AI**

We will be developing skills in COMM 1020 that are important to practice on your own. Using Generative AI tools to write your speeches or produce work you claim as your own goes against what we in the Department of Communication consider academic integrity. In COMM 1020 we specifically forbid the use of ChatGPT or any other generative artificial intelligence (AI) tools at all stages of the work process without your teacher's approval. Violations of this policy will be considered academic misconduct and awarded a zero. We draw your attention to the fact that different classes at Utah Valley University could implement different AI policies, and it is the student's responsibility to conform to expectations for each course.

---

### **Using Remote Testing Software**

This course does not use remote testing software.

This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

---

## ***Required University Syllabus Statements***

### **Accommodations/Students with Disabilities**

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at [accessibilityservices@uvu.edu](mailto:accessibilityservices@uvu.edu) or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at [DHHservices@uvu.edu](mailto:DHHservices@uvu.edu)

DHH is located on the Orem Campus in BA 112.

---

### **Academic Integrity**

At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

---

### **Equity and Title IX**

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – [TitleIX@uvu.edu](mailto:TitleIX@uvu.edu) – 800 W University Pkwy, Orem, 84058, Suite BA 203.

---

### **Religious Accommodation**

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as

participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at [accessibilityservices@uvu.edu](mailto:accessibilityservices@uvu.edu). If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a [specially dedicated space](#) for meditation, prayer, reflection, or other forms of religious expression.