

# MAS74 Public Address

SJSU | Fall 2014

Prof. Barrera  
(Section 04)

Mondays and  
Wednesdays  
1:30 - 2:45pm

Clark 243

3 units

Image: "Healing,"  
by Rio Yañez



"There are two types of speakers: those that are nervous, and those that are liars."  
– Mark Twain

## course description

The intent of this course is to introduce you to techniques of effective oral communication. This goal is achieved through readings on public speaking, observations of different types of speakers, and student presentations to and interactions with peers. We will examine the principles of public speaking through an analysis and critique of contemporary issues that affect the Chicana/o and other communities.

Overall, the objective of this course is to help you become an effective and confident public speaker. You will also develop critical thinking and research skills. By the time you finish the class, you should be able to convey your passion

for issues of interest to you through speech, and have a personal mission statement that explains how you will build on the lessons learned in this class in pursuing your own goals. Our ultimate goal is for you to develop a strong voice.

Public speaking is often a very scary thing to do, and becoming an effective speaker is hard work. It does not happen overnight! The specific focus of this class will enable you to develop these skills, while also engaging in exciting and informative discussions and debates.

### *GE/SJSU Studies Category*

This course satisfies the lower division GE requirement in Oral Communication (A1).

# instructor and library liaison info

## Professor

Dr. Magdalena L. Barrera, Associate Professor, Mexican American Studies

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office hours: Tuesdays 10:00-11:45am; Wednesdays 3:00-4:30pm; and by appointment

## Library Liaison

Dr. Kathryn Blackmer Reyes, Cultural Heritage Center Librarian

email: [kathryn.BlackmerReyes@sjsu.edu](mailto:kathryn.BlackmerReyes@sjsu.edu) | library guide: <http://libguides.sjsu.edu/MAS74>

# course promises and expectations

This course will enable you to

- Identify and assess socially significant and intellectual topics, then compose and deliver extemporaneous oral presentations on these topics.
- Engage in critical and analytical listening.
- Analyze audiences, adapt oral presentations to audiences and use that information to accomplish the purpose of the speech.
- Assume the ethical responsibilities of the public speaker, including basic understanding of economic, legal, and social issues surrounding the access and use of information.

This course will fulfill these promises only if you promise the following in return:

**To attend class and be attentive.** It is your responsibility to arrive on time; take notes on information presented in class; participate in our in-class activities; and stay until class has ended. Moreover, I ask that you respect the learning experience of others:

**Laptops, cell phones and other electronic devices MUST BE TURNED OFF and stowed away for the duration of our meeting.** Do not study for another class, read the newspaper, take a nap, play games on your phone or laptop, or send text messages during class time. If any of these occur, I reserve the right to ask you to leave class.

If you are occasionally late to class, you will have to deliver on demand a spontaneous two-minute apology speech that explains why you were late and the extreme

remorse you feel. Habitual lateness, though, will have a negative impact on your participation grade.

Furthermore, it is supremely important that in this class you be supportive of your peers. Please keep an open mind while listening to others' speeches, and give other speakers the same polite, supportive attention that you would like to receive during your speeches.

**To be in class on speech days.** Because of the number of students in this course and the pace of the semester, we need to use our time together wisely. An important part of this is being in class on speech days. Please note that speeches will not be rescheduled except in the case of extraordinary emergency; chances are that if you miss your speech day/time, then you will miss out on that assignment entirely. It is likewise critical that you be present during your classmates' speeches as well, so that we all can benefit from everyone's feedback. A note about written assignments: Late assignments will be penalized by a third of a grade (an "A-" becomes a "B+") for each day it is late. I will not accept any emailed assignments.

**To communicate with me.** If you have any questions or concerns about this class, please let me know. This is particularly important if you experience a family or medical emergency that interferes with your performance in the course. On a more positive note, if you have suggestions for the course and/or want to express your enthusiasm for it, I would like to hear that, too!

# required textbook

The following textbook is on reserve at MLK Library: Douglas Fraleigh and Joseph Turman, *Speak Up! An Illustrated Guide to Public Speaking* (Bedford/St Martin's 2011). In addition, there will be numerous handouts and supplemental information distributed in class.

## assignments

Please note: All assignments must have one-inch margins all around; be printed in a standard font (i.e., 11 or 12pt Times New Roman); include citations in MLA style; and be numbered on every page.

### **Class Participation (15%)**

If you make the wise choice to attend every class session, you will be in an excellent position to take full advantage of our group activities and class discussions that will enhance your public speaking skills. Moreover, I will periodically collect your in-class writings, and so it follows that only those who are present can get credit for their work.

### **Short Essay (5%)**

Due Date: September 8

At the start of the semester, you will write a brief 2-3 page autobiographical essay that tells me who you are and what interests you bring to this course.

### **Speech 1 (5%)**

Due Date: September 8

Let's get the first speech out of the way!

Speech 1 will be a two-minute presentation of what you wrote about in your first essay.

### **Speech 2 (10%)**

- Outline: September 17
- Speech: September 29 and October 1

Informative speech of three minutes in length.

### **Speech 3 (15%)**

- Outline: October 13
- Speech: October 22 and 27

Informative speech, based on library research, of four minutes in length.

### **Speech 4 (20%)**

- Outline: November 5
- Speech: November 17, 19, and 24

Persuasive speech, based on library research, of five minutes in length.

### **Group Panel (10%)**

- Outline: November 19
- Speech: December 3 and December 8

Coordinated group presentation, based on library research, totaling ten minutes in length.

### **Speech Analysis (10%)**

Due Date: No later than December 1

Description and analysis of a speech you have seen outside of class. Your write-up should be 3-4 pages in length.

### **Final Exam (10%)**

Due Date: December 10

A final exam in a speech class? It might sound weird, but it is so. The final exam in this class will be an opportunity to reflect on how you have grown as a public speaker over the course of the semester. It will be a take-home essay due on the final day of class.

# official sjsu policies

## Preparing for Class

Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of forty-five hours over the length of the course (normally 3 hours per unit per week with 1 of the hours used for lecture) for instruction or preparation/studying or course related activities. Other course structures will have equivalent workload expectations as described in the syllabus.

## Academic Integrity

Your own commitment to learning, as evidenced by your enrollment at San Jose State University, and the University's Integrity Policy require you to be honest in all your academic coursework. Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include in your assignment any material you have submitted or plan to submit for another class, please note that SJSU's Academic Policy F06-1 requires approval of instructors. Faculty members are required to report all infractions to the Office of Student Conduct and Ethical Development. The website for Student Conduct and Ethical Development is available at [http://www.sa.sjsu.edu/judicial\\_affairs/index.html](http://www.sa.sjsu.edu/judicial_affairs/index.html).

## SJSU Writing Center

The Writing Center in Clark Hall 126 offers tutoring services to San Jose State students in all courses. Writing Specialists assist in all areas of the writing process, including grammar, organization, paragraph development, coherence, syntax, and documentation styles. For more information, visit the Writing Center (<http://www.sjsu.edu/writingcenter>) or call 924-2308.

## A Note about Plagiarism

Plagiarism is a serious offense and will not be tolerated. All references must be cited. Penalties for plagiarism range from an "F" in the course

to expulsion from SJSU. Students suspected of plagiarism will be asked to demonstrate that the work submitted is original and may be reported to the Office of Judicial Affairs for disciplinary action. You can find further information and even take a tutorial about plagiarism at (<http://tutorials.sjlibrary.org/tutorial/plagiarism/index.htm>).

## On Recording Lectures and Publicly Sharing Course Materials

Common courtesy and professional behavior dictate that you notify someone when you are recording him or her. You must request via email our permission to make audio or video recordings in this class, no later than one week prior to the date of the lecture you wish to record. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructors; you have not been given any rights to reproduce or distribute the material. Moreover, in this course, the active participation of students or guests will be on the recording, which means that permission of those students or guests should be obtained as well.

Course material developed by the instructors is their intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent."

## Campus Policy in Compliance with the Americans with Disability Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with either one of us as soon as possible, or see us during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the [AEC](#) (Accessible Education Center) to establish a record of their disability.

# course schedule

subject to change with fair notice

date		general topic	what's due
Week 1	8/25	Welcome and introductions	
	8/27	Building technical vocabulary	
Week 2	9/1	No class   Labor Day	
	9/3	Overcoming our nerves	
Week 3	9/8		Short Essay Speech #1
	9/10	Outlining 101	
Week 4	9/15	More outlining	
	9/17	Listening skills	<i>Speech #2 outline</i>
Week 5	9/22	Speaking outlines	
	9/24	Verbal and nonverbal delivery	
Week 6	9/29		Speech #2
	10/1		Speech #2
Week 7	10/6	Library workshop in MLK 219	<i>Bring SJSU student library card!</i>
	10/8	Ethics	
Week 8	10/13	Persuasive speeches	<i>Speech #3 outline</i>
	10/15	Methods of Persuasion	
Week 9	10/20	Sonia Sotomayor Event!	
	10/22		Speech #3



# course schedule (con't)

subject to change with fair notice

date		topics	what's due
Week 10	10/27		Speech #3
	10/29	Research time for Speech #4	
Week 11	11/3	Language and style	
	11/5	Group communication	<i>Speech #4 outline</i>
Week 12	11/10	Using presentation aids	
	11/12	Group panel workshop	
Week 13	11/17		Speech #4
	11/19		Speech #4 <i>Group Panel outline</i>
Week 14	11/24		Speech #4
	11/26	No class   Thanksgiving holiday	
Week 15	12/1	[cushion day]	Speech Analysis due
	12/3		Group Panels
Week 16	12/8		Group Panels
	12/10	"We Survived" party and reflection	Take Home Final due