
SPC 3602: Advanced Public Speaking

Instructor: Dr. Amy Martinelli

Classroom: Rolfs 207

Class Times: Tuesday Period 4 (10:40-11:30)/ Thursday Period 4-5 (10:40-12:35)

Office Hours: Wednesday 9:00am-11:00am; 1:00-3:00pm or by appointment

Email: acmart@ufl.edu

Course Description

Public speaking is an integral part of our society and our lives. As you know from taking Introduction to Public Speaking, the ability to formulate a message and deliver it with competence makes an impact on how you are perceived in a variety of situations, especially within the context of school or work. In this class, we will explore the use of public speaking to do more than convey a message, but to convey and process emotion, promote empathy, and (potentially) inspire and educate audiences. We will do this by analyzing and creating presentations that use storytelling, emotion, and intelligence. In this course, students put communication and performance theory into practice.

Course Objectives

1. To increase understanding and integration of advanced principles and techniques of effective public speaking.
2. To analyze professional and lay speakers in various forms of public speaking to enhance abilities.
3. To develop appropriate public speaking persona when speaking in various public speaking situations.

Attendance

Advanced Public speaking is a performance course and differs from "pure" lecture courses. A student learns from watching/perceiving/critically listening to others present their speeches and by presenting speeches himself/herself. Much of the course is lost if the student does not attend class. Therefore, a student is allowed to miss **three hours** of class material without incurring a penalty. There are not 'excused' and 'unexcused' days. You can use your 3 hours for any reason (mental health day, illness, competing event, etc.), but after that, penalties start to accrue. If all your absences are due to documented emergencies and exceed three, you should communicate with your instructor in a timely manner.

For **each** hour missed beyond the three allowed hours, a total of **20 points** will be deducted (i.e. 4 hours absent= -20pts; 5 hours absent= -40pts). If the penalty exceeds the 100 participation points, the 20 points per absence will then come off the total grade out of 1000 in the class.

These allowed 3 hours of absences DO NOT include days in which you are scheduled to give a speech or group presentation (i.e. there are additional penalties for missing assignment due dates, see below).

Work is not an acceptable excuse for missing class. There are exceptions to this rule; religious holidays and university sanctioned events are considered excused and will not affect your grade in any way. However, you must provide advanced written information regarding these activities. Please see UF's policies regarding illness below.

Requirements for class attendance and make-up exams, assignments, and other work in this class are consistent with university policies that can be found at:

<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

Tardiness: If students are not present in the classroom) at the start of class this disrupts the entire class, and students will be considered late. If a student leaves class early, this will also be considered as a 'tardy.' Three instances of tardiness count as one absence. If a student is only in attendance for under 40 of the 50 minutes of class or under 80 of the 100 minutes, the student will be counted as 'absent' and not just 'tardy.'

Makeup Speeches and Exams

No student will have the opportunity to make-up more than one required assignment. However, once the assignment has been completed and graded the following deductions will be assessed: for a 50-point assignment -12 points will be deducted; for a 100 point assignment -24 points will be deducted; for a 150 point assignment -36 points will be deducted; and for a 200 point assignment -48 points will be deducted.

Please note the following guidelines for a successful classroom:

UF ACADEMIC EXPECTATIONS/REGULATIONS

Plagiarism: All submitted work during the course, written or oral, will be the student's personal, original work, with credit given to sources used. [Further, all documentation of absences will be honest representations.] If a student violates this understanding, evaluations of work must be

affected accordingly and if necessary, adjudication will be processed by procedures approved by the University of Florida Honor Court. Please note the full UF Honor Code and conduct policies here: <https://catalog.ufl.edu/ugrad/1617/advising/info/student-honor-code.aspx>. More detail is attached at the end of this document.

Accommodations:

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations. Students with disabilities should follow this procedure as early as possible in the semester in order to allow us to provide the most effective support.

Students with any accommodations should arrange a meeting with the instructor during the first week of class (and ideally before the end of drop/add) to discuss how we can work together to meet the students' needs and still adhere to the essential elements/functions of the course in regards to attendance and class participation.

Plagiarism. A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student.

Unauthorized Use of Materials or Resources ("Cheating"). A student shall not use unauthorized materials or resources in an academic activity. Unauthorized materials or resources shall include:

1. Any paper or project authored by the student and presented by the student for the satisfaction of any academic requirement if the student previously submitted or simultaneously submits substantially the same paper or project to satisfy another academic requirement and did not receive express authorization to resubmit or simultaneously submit the paper or project.
2. Any materials or resources prepared by another student and used without the other student's express consent or without proper attribution to the other student.
3. Any materials or resources which the faculty member has notified the student or the class are prohibited.
4. Use of a cheat sheet when not authorized to do so or use of any other resources or

materials during an examination, quiz, or other academic activity without the express permission of the faculty member, whether access to such resource or materials is through a cell phone, PDA, other electronic device, or any other means.

Prohibited Collaboration or Consultation. A student shall not collaborate or consult with another person on any academic activity unless the student has the express authorization from the faculty member.

1. Prohibited collaboration or consultation shall include but is not limited to:

a. Collaborating when not authorized to do so on an examination, take-home test, writing project, assignment, or course work.

b. Collaborating or consulting in any other academic or co-curricular activity after receiving notice that such conduct is prohibited.

c. Looking at another student's examination or quiz during the time an examination or quiz is given. Communication by any means during that time, including but not limited to communication through text messaging, telephone, e-mail, other writing or verbally, is prohibited unless expressly authorized.

2. It is the responsibility of the student to seek clarification on whether or not use of materials or collaboration or consultation with another person is authorized prior to engaging in any act of such use, collaboration or consultation. If a faculty member has authorized a student to use materials or to collaborate or consult with another person in limited circumstances, the student shall not exceed that authority. If the student wishes to use any materials or collaborate or consult with another person in circumstances to which the authority does not plainly extend, the student shall first ascertain with the faculty member whether the use of materials, collaboration or consultation is authorized.

Evaluation of Course

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

In-Class Recording

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as

evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or guest lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student

Campus Resources

Health and Wellness

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.

University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.

GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

Academic Resources

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information.

On-Line Students Complaints: View the Distance Learning Student Complaint Process.

Minor in Communication Studies

If you enjoyed SPC 2608: Introduction to Public Speaking and this class, then you might want to consider becoming a Communication Studies Minor. For more information, speak with Dr. Martinelli, and check out our website: <https://cwoc.ufl.edu/courses/communications-studies-minor-sch/>

ASSIGNMENTS

Three Speech Analyses 100 points each

- In class, we will watch a speech or group of speeches and students will create a submit an analysis using guidelines provided in class. Speech Analyses cannot be made up.

Presentation One: Focus on Delivery and Empathy—Telling Someone Else’s Story 150 points

- You will identify a story that resonates with you in some way, and deliver it in class using a manuscript (ie—not memorized).
- Stories should be 8-10 minutes long; they can be fiction or non-fiction.

- You will write and deliver a short introduction (30 seconds to 1 minute 30 seconds) that will explain the reasoning behind your delivering this story.

Presentation Two: Focus on Developing Persona—Telling Your Own Story 150 points

- You will workshop and craft your own story that you will tell live in class. You can model your storytelling in the style of true stories told live on shows like “The Moth,” and the local versions “The Conch,” “Guts & Glory,” and “Self Narrate.”
- Stories should be 8-10 minutes long; they must be true stories from your life.
- Stories should be delivered with notes—but highly delivered. If you would like to memorize, please discuss this with Dr. Martinelli

Final Presentation: Bringing together Storytelling and Persuasive/Informative Speaking 300 points

- Using both storytelling and traditional methods of public speaking, you will create a TED Style Presentation that conveys an idea or inspires the audience to change.
- This presentation will require exceptional and compelling use of visual aids.
- Presentations should be 10-15 minutes long.
- Presentations may use notes or memorized delivery; if you would like to memorize, please speak with Dr. Martinelli

Participation 100 Points

- This class is interactive and requires participation during lectures, in-class presentations, and activities.
- When you are in class, it is important that you be mentally as well as physically present. Habitual distraction via technology will result in a reduction to the participation grade.
- When you come to class, it is expected that you will be prepared; habitual unpreparedness will result in a reduction to the participation grade.
- Not all students feel comfortable speaking up in class; I take care to provide various ways to participate. You are expected to do your best to take ownership of this course.

GRADING

Scale for Final Grades:

A	93-100%	930-1000 points
A-	90-92%	900-929
B+	87-89%	870-899
B	83-86%	830-869
B-	80-82%	800-829
C+	77-79%	770-799
C	73-76%	730-769
C-	70-72%	700-729

D+	67-69%	670-699
D	63-66%	630-669
D-	60-62%	600-629
E	0-59%	0-599

TENTATIVE SCHEDULE*

Date	Course Material	Content/Items Due
Tuesday, January 9	Introduction to class policies and materials	
Thursday, January 11	Reading: Bitzer, L (1968). <i>The Rhetorical Situation</i> , Philosophy and Rhetoric 1(1), 1-14. (PDF Available on Canvas)	Getting to Know You Activity Foundational Lecture
Tuesday, January 16	Lecture: Delivery Skills and Styles Reading: Menzel, K.E. & Carrell, L.J. (1994). <i>The Relationship Between Preparation and Performance in Public Speaking</i> , Communication Education, 43, 18-26 (PDF Available on Canvas)	Foundational Lecture
Thursday, January 18	Storytelling and Empathy: Watch Video in Class: This is Life with Lisa Ling: Prison & Prep School (season 7, episode 1, November 29, 2020).	Watch Film in Class and Discuss This is available to watch on HBO Max if you have a subscription.
Tuesday, January 23		Speech Analysis 1 Focus on Delivery Done in class
Thursday, January 25	Developing Your Speaking Persona: Reading: Palczewski, Ice, & Fritch (2012). <i>Rhetoric in Civic Life</i> , 2 nd edition, Strata Publishing Inc. (State College, PA). (PDF Available on Canvas)	Foundational Lecture In class activity
Tuesday, January 30	Speech Workshop Day	Support Groups will workshop speeches together.
Thursday, February 1		Telling Someone Else's Story Assignment Due
Tuesday, February 6		Telling Someone Else's Story Assignment Due
Thursday, February 8		Telling Someone Else's Story Due
Tuesday, February 13	Lecture: The Science Behind Storytelling	

Thursday, February 15	Lecture: The Science Behind Storytelling	
Tuesday, February 20	No Reading	Speech Analysis 2: Focus on Plot and Story Type—Done in Class
Thursday, February 22	Spring Recharge Day	No class will be held today.
Tuesday, February 27	Speech Workshop Day	Support Groups will practice together in class.
Thursday, February 29		Telling Your Own Story Assignment Due
Tuesday, March 5		Telling Your Own Story Assignment Due
Thursday, March 7		Telling Your Own Story Assignment Due
Tuesday, March 12	Spring Break, No Class	SPRING BREAK
Thursday, March 14	Spring Break, No Class	SPRING BREAK
Tuesday, March 19	Lecture: What's so Great about TED Talks?	
Thursday, March 21	Lecture and Activity: Creating Presentation Visuals that Pop!	
Tuesday, March 26		Speech Analysis 3: Bringing it All Together
Thursday, March 28	Visual Aid Workshop Day	Bring in materials to work on crafting visual aids for your final presentation.
Tuesday, April 2	Speech Workshop Day	Support Groups will work on Speeches together in class.
Thursday, April 4	NO CLASS Dr. Martinelli out of town	Work on Final Presentations Outside of Class
Tuesday, April 9	NO CLASS Dr. Martinelli out of town	Work on Final Presentations Outside of Class
Tuesday, April 16	No Reading	Final Presentations
Thursday, April 18	No Reading	Final Presentations
Tuesday April 23	Last Day of Class	Final Presentations

*We will do our best to attend to this schedule. However, unforeseen events could come up, which would alter this schedule.