COMM-2025: Fundamentals of Communication (Online | Fall 2019)

Instructor Information

Instructor Name     Lisa Coleman
Instructor Rank     Associate Professor
Instructor Email    lcoleman@southwest.tn.edu
Instructor Office   Macon Cove Campus - Academic Bldg. C-286
Office Hours       Monday and Wednesday 9:30 to 10:30 am and 2:30-3:30 pm
                   Tuesday and Thursday noon-3 pm or by appointment
Instructor Phone    901-333-4403
Department Phone    901-333-5346

Course Information

Course Description
This course provides an introduction to the principles of oral communication focusing on public speaking, group discussion, and mass media. Major emphasis will be placed on public speaking.

Upon completion of this course, the student will be able to:

Speak effectively before a live audience in various oral communication situations. Research, prepare and confidently deliver a speech that is developed logically and commands audience attention. Develop a sustained and coherent argument in defense of a given point. Comprehend the main and subordinate ideas in oral presentations and discussions by developing critical listening skills. Respond intelligently and critically to the verbal and nonverbal messages of the mass media, particularly those of television. Communicate with ethical sensitivity and to recognize the power or oral discourse to effect change in the social order. Discuss the importance of diversity in intercultural and cross-cultural communication.

ONLINE COURSE

This course is online. This entails utilizing online technologies to enhance student learning. Course assignments will require the use of the web. You must have access to a computer for this course. If you do not have a personal computer at home, please make note of the lab locations at the bottom of the syllabus. In addition, you will be required to come to campus to deliver your speeches unless otherwise directed.

Student Learning Objectives

The goal of the communication requirement is to enhance the effective use of the English language essential to students’ success in school and in the world by way of learning to read and listen critically and to speak and write thoughtfully, clearly, coherently, and persuasively. Students who complete this course will demonstrate the ability to:

- Analyze and evaluate oral and/or written expression by listening and reading critically for elements that reflect an awareness of situation, audience, purpose, and diverse points of view.
- Distill a primary purpose into a single, compelling statement and order and develop major points in a reasonable and convincing manner based on that purpose.
- Develop appropriate rhetorical patterns (i.e. narration, examples, process, comparison/contrast, classification, cause/effect, definition, and argumentation) and other special functions (i.e. analysis or research), while demonstrating writing and/or speaking skills from process to product.
• Understand that the writing and/or speaking processes include procedures such as planning, organizing, composing, revising, and editing.
• Make oral and/or written presentations employing correct diction, syntax, usage, grammar, and mechanics.
• Manage and coordinate basic information gathered from multiple sources for purposes of making decisions and solving problems.
• Recognize the use of evidence, analysis, and persuasive strategies, including making basic distinctions among opinions, facts, and inference.

Prerequisites
READ 0810 and ENGL 0810 or their equivalents

Instructional / Learning Methods
Textbook and other reading assignments, research, videos, discussions, group activity

Specific Course Requirements
Major Requirement 1: In order to be successful in this online class, it is a must that you know how to use the online tools: Calendar, Email, Content, Classlist, Discussions, Links, Quizzes, Dropbox, Grades, & Discussions.

- Your not knowing how to use the tools will not be an excuse for late assignments, not even for the first assignment.

- I expect you to know how to use the tools before the first assignment is due. If you need assistance, please contact me before assignment due date.

Major Requirement 2:   A major requirement of this course is that all students must prepare and deliver 3 major speeches. This is an online course; therefore, you are given two options to deliver your speeches. The options are as follow:

Option 1: You may come to a designated campus for a scheduled class to deliver your speeches. The instructor will schedule these classes which will be posted before or during the first week of class. The classes may be scheduled on either of the Southwest campuses, and the times and dates will vary. The due dates for speeches are posted (or will posted) in the Calendar and on the Listing of Due Dates which is (or will be) posted in the Content and Discussions.

Options 2: You may submit your speeches digitally by posting it as Unlisted in YouTube and providing your instructor with the link. By posting it as Unlisted, the only people who will be able to view your video are those to whom you have provided the link. You may submit a video of you delivering your speeches in YouTube. This means that you will select an appropriate location of your choice and deliver your speech to an audience of at least 5 individuals above the age 12. As you see, for this option, you are not required to come to campus. More requirements and details for this option are posted the Course Content. The due dates for the dropbox submission of the link for digital speeches are posted (or will posted) in the Calendar and on the Listing of Due Dates which is (or will be) posted in the Content and Discussions.

In order to pass this class, you must deliver all 3 of these major speeches.

Please note information on the calendar: The CALENDAR TOOL and the Listing of Due Dates will help you keep abreast of all due dates. On each calendar date, click on the entry for detailed information.

Optional Requirement: EXTRA CREDIT/Group Project

Each student is encouraged to take advantage of Extra Credit opportunity under the Small Group Module or extra points. A list of activities will be provided.
Textbooks, Supplementary Materials, Hardware, and Software Requirements

Required Text
Lucas, Stephen.

THE ART OF PUBLIC SPEAKING, 13, ed.

McGraw-Hill 2020. You should have received an email in your SOUTHWEST student email containing a link to the ebook version of the course textbook. The source of the email is Brytewave. Please open the email and follow instructions for accessing your course ebook.

Supplementary Materials
4 X 6 index cards. You will use these for speaking cue cards for your speeches.

Hardware Requirements
If this course requires the use of a computer, these are general recommendations for accessing any of the services that Southwest offers on the Web (e.g. My.Southwest, etc.).

- minimum Pentium IV or higher processor (recommended)
- SVGA monitor, minimum resolution 800x600 (1024x768 strongly recommended)
- CD-ROM or DVD drive
- floppy drive, zip drive, or CD-RW drive
- Mouse or compatible pointing device
- at least 512 MB of RAM (recommended)
- (optional) printer

Software Requirements
The software listed below is recommended for any student accessing Southwest services through the Internet. Your course may have specific software requirements.

- Windows 10 or 7
- Mac OS X (up to 10.12) (OS 10.14 recommended)
- Firefox (latest)
- Microsoft Edge
- Chrome (latest)
- Internet Explorer: DO NOT USE WITH PAWS
- Current Anti-Virus protection
- Reliable Internet connection (broadband recommended but not required)

Many instructors may require assignments to be submitted using Microsoft Excel or Microsoft Word. To learn how to obtain discounted software from Microsoft, visit [http://southwest.tn.onthehub.com](http://southwest.tn.onthehub.com).

**Assessment and Grading**

**Method of Evaluation**
Speeches - 500 Points

- Informative Speech: Process/Demonstrative Speech 5 to 6 minutes in length - 100 Points
- Informative Speech : Lecture 6 to 7 minutes in length- 200 Points
- Persuasive Speech: 7 to 8 minutes in length - 200 Points

Preparation Outline - 3 Preparation Outlines - 150 Points

Worksheet/Audience Analysis - 3 worksheets - 65 Points

Class Participation Activities: Discussions - 6 Discussions- 55 points

Other Dropbox Activities - 115 Points

- Listening Self-Evaluation - 10 points
- Analyzing Informative speech - 20 points
- Evaluating Sample Persuasive Speech - 20 points
- Submission of Study Guide Questions - 20 points
- Hobbies and Interests- 15 Points
- Student Data Form - 10 Points
- Small Group Activity - Bonus 20 points

Quizzes/Exams - 135 Points

- Quiz 1 - 5 points
- Quiz 2 - 15 points
- Quiz 3 - 20 points
- Quiz 4 - 25 points
- Quiz 5 - 20 points
- Final Exam - 50 points

Grading Scale

- 1000 - 900 - A
- 899 - 800 - B
- 799 - 700 - C
- 699 - 650 - D
- 649 - 000 - F
Testing Procedure / Policy
All tests are online (under Assessments) and cover textbook readings and webnotes.

Major Assignments
The instructor reserves the right to correct or modify this document.

Wed. 12/11    SLO Exam closes at 11:59 pm

Thurs. 11/21 Macon Cove Campus, 6-7:30 p.m., Room TBA
Bring YOUR KEY-WORD SPEAKING CUE CARDS.

Let me repeat, You will not be able to see the dropbox for this assignment until you have read the feedback provided for the Dropbox assignment 6b-Process worksheet.

Sun. 11/17      Dropbox Assignment 6c: Persuasive Preparation Outline due by 11:59pm tonight.
Wed. 11/13     Dropbox Assignment 6a: Evaluating a Student Persuasive Speech Video (Making a Difference Through the Special Olympics) due by 11:59pm tonight.
Read Content Module 6, Persuasive Speaking and assigned textbook chapters.
Bring your KEY-WORD SPEAKING note cards (cue cards) TO class. You are not required to submit to DROPBOX 3d.

Thurs., 11/07 Macon Cove Campus, 6-7 p.m. Room TBA
Let me repeat, You will not be able to see the dropbox for this assignment until AFTER you have read the feedback provided for the Dropbox assignment 5b-Informative worksheet.

Option 1: If you submit your speech via YouTube, the due date for the submission of your YouTube link is Sat. 11/09. Hold your key-word index cards up to the camera and record them before you begin your speech. Make a shot of your

Sign up for your chosen delivery time/place under Discussions. Here are your options:

It is very important to READ the feedback I leave on your preparation outline and make any needed changes. THEN, simplify your preparation outline to KEY WORDS and practice aloud.

You will not be able to access or even view the Dropbox for Assignment 5c: the Informative Speech Preparation Outline and Works Cited, until you have submitted Assignment 5b: Informative Worksheet. Read the topic guidelines carefully before submitting your worksheet.

Sun. 10/20

Mon. 10/07

Explain your ranking of the five groups and email it to other participating members of the course. Each member of the group should...

Complete your individual ranking, post it on your group discussion space, then begin a dialogue with other members of your group.

__________________________________________________________

Sun. 9/29

Discussion 3-due by 11:59pm tonight
The link to You Tube speeches is due in dropbox 3d by midnight Saturday, 9/28. Be sure your video is NOT PRIVATE or is able to be viewed.
If you speak on campus, you are not required to submit anything to Dropbox 3D.
Bring your speaking note cards (cue cards) and visual aid.

Thurs. 9/26     Macon Cove Campus,  noon – 1 p.m., Room to be announced
Brief notes to jog your memory; hold the outline up to the camera before you begin your speech; use a speaker's stand or...

Important to READ the feedback on your outline and make any needed changes. THEN, simplify your preparation outline to KEY WORDS and practice aloud MANY times, learning to SAY your speech fluently and conversationally.

Saturday, 9/28, by 11:59pm

Thurs. 9/19     Dropbox Assignment 3c- Process Speech Preparation Outline- due by 11:59pm tonight. Let me repeat, You will not be able to see the dropbox for this assignment until you have read the feedback provided for the Dropbox assignment 3b-Process worksheet.

It is very important to READ the feedback I leave on your outline and make any needed changes. THEN, simplify your preparation outline to KEY WORDS and practice aloud.

Go to Content, Module 3.
Module 3: Your First Speech
_____________________________________________________
Module 2: Introduction to Communication.

You have questions about how the course works, please make sure to get all questions answered before these assignments...

Campuses can assist you if you need help with navigating the course. Please set up an appointment with a tutor or check...

Mon. 8/26

Video. See dates for speeches and other assignments below. Now is the time to begin planning and adjusting your schedule for all speech due dates.

Module 1:

Informative Speech Requirements: Preparation Outline, Delivery Outline,& Delivery of Speech

You can call me at any time and leave a message, 901-333-4403. Please speak slowly and distinctly and identify yourself as a student in my online section.

Fall Break is Oct. 14-15!
**Participation / Attendance Policy**

Class participation in online activities will count as a major portion of your grade. Class participation via discussions is a major part of this class. Your participation in discussions is required. (Many students get a lower grade because they miss the deadline to post in Discussions.) All students are expected to meet all assignment due dates.

If you choose to deliver your speeches on campus, then you are required to be present and on time for all class sessions.

You are expected to login every day. Because of required reading assignments, class activities, discussions, exams, quizzes, dropbox assignments, regular logging in is required. It is important for you to log in every day to check PAWS email, discussions, and to perform the necessary class activities on time.

If you do not log into this course on a regular basis to participate in activities and/or to turn in assignments and read lecture notes, then it will be assumed that you are no longer an active participant in this class. This means that you will be automatically dropped from the course.

**Make-up**

If you miss an exam or fail to deliver your speech on assigned date you will be penalized.

Please be advised: If you are allowed to makeup a speech, quiz or an assignment, 20 points will be deducted from your grade for that assignment or quiz.

**Online Requirements:**

- You are expected to log on into this course via your computer on a daily basis.
- Failure to log in does not excuse you from completing assignments.
- All assignments must be submitted by due dates as specified on course calendar and/or Listing of Due Dates.

**Academic Progress Reporting Statement**
By the fifth week of the semester, I will be submitting academic progress reporting (APR) grades. Please be advised that this is merely reflective of your current standing in the class as of the reporting date. The APR grade is not an indication or guarantee of what your final grade will be. With a great percentage of the course's assignments yet to be completed, your grade could significantly change by the end of the term, either positively or negatively, depending on your actual academic performance. I encourage you to attend class regularly, connect with me or your classmates for missed assignments or lecture notes, and take advantage of College resources like the Academic Support Center, which offers one-on-one tutoring by appointment, online or walk-in, as well as supplemental instruction and academic coaching. If you have questions or concerns about your APR grade, please reach out to me or visit me during my office hours, which are listed on this course syllabus. If your APR grade is lower than you had hoped, I encourage you not to drop the class. Instead, I encourage you to stay in the course, work hard, persevere, and keep trying. Your success in my course is very important to me and to Southwest.

Policy on Student Professional Conduct

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. A student guilty of academic misconduct, either directly or indirectly, through participation or assistance, is immediately responsible to the instructor of the class. The instructor has the authority to assign an "F" grade or a zero for the exercise or examination, or to assign an "F" for the course. College sanctions for academic misconduct may include suspension or dismissal from the College. Please see the section in the current Catalog on Academic Misconduct.

Classroom Behavior: Any student engaged in disruptive conduct or conduct violating the general rules or regulations of the College may be ordered to temporarily leave the classroom. Extended or permanent exclusion from the classroom can be achieved through appropriate procedures of the College.

* Additional Policies
Embedded Librarian Service

This service may be found inside PAWS courses.

Two Southwest Librarians are assigned to work with you and
your instructor throughout the course for the entire semester.
The Librarians will suggest library resources and answer
questions sent to "Ask A Librarian."

To contact a Librarian by email, go to the Classlist and select
"Ask A, Librarian."

Student Services Links

- Academic Support Centers / Tutoring
  - Advising
  - Campuses, Centers, and Site
  - Student Disability Services
    Southwest Tennessee Community College is committed to serving all students,
    including students with disabilities, and adheres to the
guidelines set forth in Title II of the Americans with
Disabilities Act (ADA).
  - Additional Links: Student Information & Services

Academic Support

The Academic Support Center (ASC) provides free services
and resources to help Southwest students successfully reach
their academic and career goals. These services include tutoring
by peer and master tutors, computer labs, success workshops,
academic coaching, early alerts from your instructors and areas
for individual or group study at numerous locations. The ASC
also provides Supplemental Instruction in some of our general
education classes and the Center is also responsible for
Academic Progress Reporting so that you will be aware of your
academic standing during the 5th-6th week of the semester.
Online tutoring services are offered through Smarthinking 24
hours a day, 7 days a week. Simply login to your PAWS to
access this online tutoring resource.
Guidelines for Communications

Email Guidelines
Please email the instructor on PAWS through the Classlist. Instructions: Select Communication/Select Classlist, then check my name.

Each student has been provided a Southwest email account. Please do not email your classmates unless the topic relates specifically to this course. Emails that contain advertisements, solicitations, personal interests, etc. are strictly forbidden. Below are a few guidelines that you should keep in mind when sending email:

- Always include a subject line.
- Typing in all CAPS is considered SHOUTING in Cyberspace. So please use upper and lower case characters when sending emails.
- Remember, without facial expressions some comments may be taken the wrong way. Be careful in wording your emails and use good Netiquette
- Use standard fonts.
- Do not send large attachments without permission.
- Respect the privacy of other class members.

Online instructors will respond to all emails within 48 hours.

Discussion Guidelines
Below are a few guidelines that should be adhered to when using the Discussion forum. Messages that contain advertisements, solicitations, personal interests, etc. are strictly forbidden.

- Review the discussion threads thoroughly before entering the discussion.
- Please try to maintain threads by using the "Reply" button rather starting a new topic.
- Do not make insulting or inflammatory statements to other members of the class. Be respectful of others' ideas.
- Be patient and read the comments of other group members thoroughly before entering your remarks.
- Be positive and constructive in group discussions.
- Respond in a thoughtful and timely manner.
Technical Support

Technical Support
My.Southwest: Submit a Student Technical Support Request. Please provide a full detailed explanation of the problem.

PAWS: For course related questions, contact your instructor. For technical issues with the PAWS website, contact the College Helpdesk at (901) 333-4357 or Digital Learning at (901) 333-4612.

Course Topics

Tentative Schedule
Please contact the Helpdesk if you are having technical difficulties. Select HELP at the top of the page, then choose the appropriate resource.

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**Additional Information**

**Drop/Withdrawal Dates**

See the current official college [academic catalog](#) for the withdrawal policies. Important semester drop and withdrawal dates can be found on the [Cashier's Office Important Dates](#) page.

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Open Labs

Macon Cove Campus

- Bert Bornblum Library: Available during library hours
- Farris Building, Room 2131: Monday-Thursday 8 a.m.-5:30 p.m., Friday 8 a.m.-4:30 p.m.

Union Avenue Campus

- Jess Parrish Library - Available during library hours
- M Building, Room 105, 8 a.m.-6:30 p.m.

Gill Center

- Computer Lab, Room 101 (Please note this room is available when classes are not scheduled. Schedule fluctuates each semester.)
- Library - Available during library hours

Maxine A. Smith Center

- Open Lab, Room 101
- Library - Available during library hours

Whitehaven Center

- Open Lab, Building 6, Room 127
- Library - Available during library hours

Syllabus Updates

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes.