

Agricultural Communication 390 -Oral Expression in Agriculture -5 Credit Hours

The Ohio State University --- Spring Quarter, 2009

Teaching Staff:

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Time & Place:

Lecture: Tuesday & Thursday -- 1:00PM-3:18PM -- Room 103, Kottman Hall

<u>Labs:</u>	<u>Day/Time</u>	<u>Place</u>	<u>TA</u>
	Tuesday, 8-9:48AM	Room 246 Ag Admin Building	Ms. Villard
	Tuesday, 10-11:48AM	Room 246 Ag Admin Building	Ms. Villard
	Thursday, 8-9:48AM	Room 246 Ag Admin Building	Ms. Villard
	Monday, 2-3:48PM	Room 246 Ag Admin Building	Ms. Jagger
	Wednesday, 2-3:48PM	Room 246 Ag Admin Building	Ms. Jagger
	Wednesday, 4-5:48PM	Room 246 Ag Admin Building	Ms. Jagger
	Thursday, 10-11:48AM	Room 246 Ag Admin Building	Ms. Jagger

Course Description: An introductory public speaking course. Students will analyze the communication process and learn to write and deliver speeches for various occasions and purposes. Other forms of oral communication will also be explored and discussed.

Course Objectives:

- To describe the process involved in preparing effective oral presentations.
- To prepare and present a variety of prepared and impromptu oral presentations.
- To overcome the fear of public speaking and learn how anxiety can be a useful tool.
- To learn how to locate supporting reference materials for oral presentations.
- To learn how to prepare effective visuals for oral presentations.
- To develop the ability to speak with clarity and precision.
- To develop effective listening skills.
- To evaluate oral presentations according to criteria discussed in class.
- To provide written and/or oral critiques of presentations.
- To identify the major types of oral presentations commonly used in business.
- To learn the importance of effective verbal and non-verbal communication.

Course Materials:

Text: (Optional) Lucas, Stephen E., (2004), The Art of Public Speaking
9th Edition –New York: The McGraw-Hill Companies

Handouts: Periodically throughout the quarter, handouts will be distributed as supplements to the text.

DVD & Folder: You will be asked to provide a blank Mini-DVD for use in your lab section each time you deliver a speech. All presentations will be recorded so each student will be able to self-evaluate speeches presented to the class. A video playback unit is open for your use from 9AM until 5PM in Room 311 of Ag Administration or you may view your DVD at home. A folder will be issued to you in class which will be used to collect your speech materials and to return graded materials back to your attention.

Assigned Readings: Students are responsible for all assigned readings, both listed on the class schedule and those assigned in class.

In-Class Assignments: In lecture there will be frequent and un-announced quizzes during class. There will be no quizzes in lab sessions. Quizzes in lecture cannot be made-up.

Attendance: We want you to come to each class session. Full participation is encouraged daily in general class discussions. Quizzes and exercises given during lecture will help determine the in-class portion of your grade. Attendance will be taken in labs as it is important to be there even if you are not scheduled to give a speech, to act as an audience for those giving speeches that day. You are permitted to miss one lab during

the quarter as long as you are not scheduled to give a speech that day. If you are absent on a day you are scheduled to give a speech, you will not be permitted to make it up without approval of the instructor. Emergencies will be taken into consideration; however, missing a speech for a non-emergency situation will most likely result in forfeiture of that speech. Please contact your lab instructor in **ADVANCE** or before the end of the day your speech is scheduled if you have an emergency situation to be considered.

Speech Requirements: Each speech will be timed. Please make every attempt to stay within the time guidelines. In order for everyone to have a chance to give the required number of speeches, and due to the large size of the class, it is important not to go past the suggested time periods. As well, a speech that is too short indicates less than impressive preparation and will be so noted. We will ask you to provide the following items at the beginning of each speech you deliver:

- a). Full sentence outline OR a complete manuscript.
- b). The notes you used while speaking (after the speech).
- c). A completed Audience Analysis Sheet.
- d). A list of three references used as supportive material.

Description of Speeches:

- 1). Introduction Speech: In this speech, you will act as if you are an emcee, introducing the main speaker at an event. Your speech should tell the audience what the subject is, why they should be interested, who the speaker is and what he or she has done to earn the right to address the audience. Biographical sketches will be provided to assist you. This speech will be graded, but the grade will not count in your final point totals for the quarter.
(1-2 minutes)
- 2). Informative Speech: Informative speeches clarify data and make ideas relevant to audiences. Examples of informative speeches: speeches of definition, instruction, and demonstrations, oral reports and lectures. They include speeches about objects, processes, events or concepts. Visual aids are suggested but not required.
(5-7 minutes)
- 3). Persuasive Speech: Persuasive speaking is the process of producing oral messages that: a) Increase personal commitment; b) modify beliefs, attitudes or values and c) induce
(6-9 minutes)

action. The central focus of persuasion is on change and/or action. One form of visual aid (i.e. handouts, overheads, PowerPoint slides, posters, etc.) is required.

4). Scientific/Technical Speech -or- A Speech of Your Choice:
(6-9 minutes)

The scientific/technical speech is a type of informative speech that involves presenting data from research or facts. A speech of your choice can be any type of speech you wish. Either speech will require two types of visual aids. Despite what you might think from past experience, a technical or scientific speech does not have to be boring. What ever you elect to do, look at this speech assignment as your chance to be creative. Use your imagination! Please advise your TA of your plans.

Speech Topics: Speech topic selection must be in good taste and not offensive to anyone in the audience. Content will be of your choosing and will be approved as long as it is not offensive. You will be asked to submit three speech topics during the second week of the class to your lab instructor. This submission will serve as the agreed speech topics for you for the quarter. If you find you need to change your speech topic for any reason, please notify your lab instructor one week in advance of the speech.

Self-evaluations: We will ask that each student complete a self-evaluation form for each speech given during the quarter. Each student will grade their own speech including a letter grade and number of points. Self-evaluations are due within one week of the date the speech was given and should be turned in to the instructor who graded the speech.

Course Grade Schedule: The course has a possible 1,000 point total for the quarter. Grades will be assigned based on the number of points earned at the end of the term. The points are divided by the following assignments and/or activities:

<u>Assignment</u>	<u>Percent of Grade</u>	<u>Points</u>
Informative Speech (5-7 min.)	13%	130
Persuasive Speech (6-9 min.)	16%	160
Technical Speech (6-9 min.)	18%	180
Self-Evaluations		
Speech of Introduction	1%	10
Informative Speech	1%	10
Persuasive Speech	1%	10
Technical Speech	1%	10

Lab Participation	10%	100
In-Lecture Assignments	10%	100
Speaker of Choice Critique	12%	120
First Mid-Term Exam	10%	100
Second Mid-Term	7%	70
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Totals	100%	1,000

Grade Scale:

90-100	A
87-89	B+
80-86	B
77-79	C+
70-76	C
67-69	D+
64-66	D
0-63	E

Late Work Policy: Due to the large number of students enrolled in this class and the large number of assignments, and in order to be fair to all involved, late work will be accepted only if prior permission has been given by the instructor. All exams, critiques, assignments and speeches need to be completed by the designated date. In terms of an exam, Mr. Stewart must be notified within five hours of missing an exam of any extenuating circumstances causing a student to be absent. No incomplete grades will be given except under the provisions of Faculty Rule 3335-7-21.

Academic Misconduct: Academic misconduct of any kind, including plagiarism, will not be tolerated. “Plagiarism is the representation of another’s works or ideas as one’s own; it includes the unacknowledged use of another person’s ideas” (Faculty Rule 3335-5-487). If you have any questions about what constitutes academic misconduct and what procedures are followed, please feel free to consult with your instructor. Rules of the university faculty will be followed in cases of academic misconduct. The teaching staff is required to report all instances of alleged academic misconduct to the Committee on Academic Misconduct. If you would like more information regarding any facet of this issue, please see Mr. Stewart.

Extra Help: The Writing Center will be happy to assist you with advice on taking essay exams, evaluation of writing performance and progress. The office is located in Room 147 of University Hall and can be reached by calling 292.5607. The Learning Skills Program offers a non-credit reading/study skills course, workshops on lecture & textbook note taking, time management, exam review and test-taking tips. The office is located in

Room 206 of Enarson Hall and can be reached by calling 292.1461. Any student who is working with the Office of Disability Services and who needs special consideration with assignments and exams should let the instructor know as soon as possible. Additionally, any student who needs this syllabus and/or other materials made available in an alternative format should let Mr. Stewart know as arrangements will be made to meet those needs. The University Technology Services (UTS) has information on campus computer labs. Visit the web page at www.osu.edu/units/uts/campus/sites/sites.html or call 292.8400.

Class Schedule: (please note dates and topics are subject to change)

Week One

Monday, March 30, 2009: No Lab Sessions Scheduled

Tuesday, March 31, 2009: No Lab Sessions Scheduled

Tuesday, March 31, 2009: **“Hello, My Name Is...”**
Course Introduction, goals and requirements

Wednesday, April 1, 2009: No Lab Sessions Scheduled

Thursday, April 2, 2009: No Lab Sessions Scheduled

Thursday, April 2, 2009: **“I’d Rather Get Hit by a Truck; Than Give A Speech”**
(Chapter 1) Conquering the Fear of Public Speaking
(Chapter 4) **“Why Are We Here?”**
Purposes of Public Speaking
“Any Old Bag – Tell Me A Story” Speeches Begin

Week Two

Monday, April 6, 2009: Lab 1: Getting Acquainted & Using the AV Equipment

Tuesday, April 7, 2009: Lab 1: Getting Acquainted & Using the AV Equipment

Tuesday, April 7, 2009: **“The Beginning of the End”**
(Chapter 9) Beginning and Ending an Effective Speech

Wednesday, April 8, 2009: Lab 1: Getting Acquainted & Using the AV Equipment

Thursday, April 9, 2009: Lab 1: Getting Acquainted & Using the AV Equipment

Thursday, April 9, 2009: **“So Without Further Delay, Please Welcome...”**
(Chapter 5) Speech of Introduction--What to do and What not to do
“Who Am I Talking To? Does It Really Matter?”
Audience and Occasion Analysis

Week Three

Monday, April 13, 2009: Lab 2: Introduction Bio’s Distributed
Speech Topics Due Today

Tuesday, April 14, 2009: Lab 2: Introduction Bio’s Distributed
Speech Topics Due Today

Tuesday, April 14, 2009: **“The Power of Visuals & Appearance”**
(Chapter 13) The power of dress and visuals & why they are so critical
“Visuals and PowerPoint”
Effective Tools for Public Speakers
“The Informative Speech”

Wednesday, April 15, 2009: Lab 2: Introduction Bio’s Distributed
Speech Topics Due Today

Thursday, April 16, 2009: Lab 2: Introduction Bio’s Distributed
Speech Topics Due Today

Thursday, April 16, 2009: **“Be A Good Scout; Be Prepared”**
(Chapter 6) Organizing and Writing the Speech; Delivery Styles
(Chapter 7) **“Gimme Some Support!”**
Finding, using and citing supportive materials

Week Four

Monday, April 20, 2009: Lab 3: Speech of Introduction

Tuesday, April 21, 2009: Lab 3: Speech of Introduction

Tuesday, April 21, 2009: **“Body Language; It Never Lies”**
(Pages 312-315) Facial expression, eye contact, gestures & movement
“Vocal Quality”
Using Language Correctly

Wednesday, April 22, 2009: Lab 3: Speech of Introduction

Thursday, April 23, 2009: Lab 3: Speech of Introduction

Thursday, April 23, 2009: **“Just Short of Brainwashing!”**
(Chapter 5) Principals of Persuasion

Week Five

Monday, April 27, 2009: Lab 4: Informative Speeches I

Tuesday, April 28, 2009: Lab 4 : Informative Speeches I

Tuesday, April 28, 2009: **“Methods of Persuasion by the Media”**
Case Study – Dateline NBC
“I Have A Dream”
The Famous Martin Luther King, Jr. Speech
Speaker of Your Choice (Assignment Given Today)
Mid-Term Review Sheets Distributed Today

Wednesday, April 29, 2009: Lab 4: Informative Speeches I

Thursday, April 30, 2009: Lab 4: Informative Speeches I

Thursday, April 30, 2009: **“Yikes!! – Mid-Term Exam!”**

Week Six

Monday, May 4, 2009: Lab 5: Informative Speeches II

Tuesday, May 5, 2009: Lab 5: Informative Speeches II

Tuesday, May 5, 2009: **“Mid-Term Review Session”**

Wednesday, May 6, 2009: Lab 5: Informative Speeches II

Thursday, May 7, 2009: Lab 5: Informative Speeches II

Thursday, May 7, 2009: **No Lecture Scheduled Today**

Week Seven

- Monday, May 11, 2009: Lab 6: Persuasive Speeches I
- Tuesday, May 12, 2009: Lab 6: Persuasive Speeches I
- Tuesday, May 12, 2009: **“No More Questions!”**
Controlling Q&A Sessions
- Wednesday, May 13, 2009: Lab 6: Persuasive Speeches I
- Thursday, May 14, 2009: Lab 6: Persuasive Speeches I
- Thursday, May 14, 2009: **“The Gender Gap”**
Are all things equal when we step up to the podium?

Week Eight

- Monday, May 18, 2009: Lab 7: Persuasive Speeches II
- Tuesday, May 19, 2009: Lab 7: Persuasive Speeches II
- Tuesday, May 19, 2009: **“How Dry I Am!”**
Presenting Scientific/Technical Information
“Dr. Heckle or Mr. Jibe?”
Dealing with Hecklers and Interruptions
- Wednesday, May 20, 2009: Lab 7: Persuasive Speeches II
- Thursday, May 21, 2009: Lab 7: Persuasive Speeches II
- Thursday, May 21, 2009: **“Lie, Steal or Cheat....Just Don’t Do It”**
Ethics in Communication
Speaker of Your Choice Assignment Due Today

Week Nine

- Monday, May , 25 2009: **Memorial Day – No Classes – University Closed**
- Tuesday, May 26, 2009: Lab 8: Scientific/Technical Speeches I

<u>Tuesday, May 26, 2009:</u>	<u>“Do You Hear What I Hear”</u> Importance of Listening
<u>Wednesday, May 27, 2009:</u>	Lab 8: Scientific/Technical Speeches I
<u>Thursday, May 28, 2009:</u>	Lab 8: Scientific/Technical Speeches I
<u>Thursday, May 28, 2009:</u>	<u>“Yada, Yada, Yada”</u> Using Humor In Public Speaking <u>“Bottoms Up!! Here’s to...”</u> Speaking on Special Occasions

Week Ten

<u>Monday, June 1, 2009:</u>	Lab 9: Scientific/Technical Speeches I & II
<u>Tuesday, June 2, 2009:</u>	Lab 9: Scientific/Technical Speeches II
<u>Tuesday, June 2, 2009:</u>	<u>“Don’t Call Us....We’ll Call You!”</u> Job Interview Tips and Ideas
<u>Wednesday, June 3, 2009:</u>	Lab 9: Scientific/Technical Speeches II
<u>Thursday, June 4, 2009:</u>	Lab 9: Scientific/Technical Speeches II
<u>Thursday, June 4, 2009:</u>	<u>“Oh No! Not Again!”</u> Second Mid-Term Exam