Instructor Information

Instructor: Kirsten Heintz
Office: Main Campus, CHARTS building, room 447
Mailbox: #410
Hours: Office hours: M 8 am – 9:25 am; Tues/Thurs 9:50 am – 10:50 am & 12:05 pm – 12:55 pm or by appointment.
CHARTS Collaboration Center Tutoring/Advising Office: Wednesdays 8 am – 9:15 am
Teaching Schedule: MW 9:25 am – 10:40 am, 10:50 am – 12:05 pm & 12:15 pm – 1:30 pm. Tues/Thurs 8:20 am – 9:40 am & 10:50 am – 12:05 pm
Phone: 501-812-2829
Email: kheintz@uaptc.edu

*All emails and telephone calls will receive a response within two business days.

Chair: Logan Oliver 501-812-2378 loliver@uaptc.edu
Dean: Christy Oberste 501-812-2869 coberste@uaptc.edu

*If your emails and telephone calls do not receive a response within two business days, the appropriate chain of command is above.

Course Information

SPCH 1300 Speech Communication

Catalog Description
3 Credit Hours (3 hours lecture per week)

This course is a study of the theory and practice of communication in interpersonal, small group and public speaking. It emphasizes proficiency in research methods, speech organization and delivery, and critical thinking/listening applications.

Suggested Materials

Mission Statement

University of Arkansas – Pulaski Technical College provides access to high-quality education that promotes student learning and enables individuals to develop to their fullest potential.

Institutional Learning Outcomes and General Education
UA-PTC supports a college-wide institutional learning assessment program which concerns effective instructional methods and promotes student learning achievement by assessing:

1. Communication
2. Critical Thinking
3. Cultural Awareness
4. Information Literacy
5. Professionalism
6. Quantitative Literacy
7. Technology Literacy

For more information, please consult the following website: https://uaptc.edu/sla

**Department / Program Learning Outcomes**

The Communication discipline focus on real life application that result in students learning:

- To be a more effective, civil communicator in a variety of contexts
- To be able to research and develop a professional speech
- To be able to create and demonstrate a quality visual aid

**Student Learning / Course Outcomes**

ACTS #SPCH 1003

Upon the successful completion of this course, students will demonstrate the following:

1. Apply communication theory, critical thinking skills, and listening skills to effectively communicate in a variety of situations.
2. Demonstrate research and organizational skills in the development of a full-sentence outline with citations.
3. Demonstrate effective verbal and non-verbal presentation skills.
4. Analyze interpersonal communication scenarios by examining how communication style affects decision making and interpersonal competence.

**Content**

Speech Communication focuses specifically on four of the institutional learning outcomes: communication, critical thinking, information literacy, professionalism, and technology literacy. This course introduces students to speech communication as an academic discipline. Students practice drafting and outlining speeches in full-sentences using citations. Critically analyzing their personal speeches according to six different areas: purpose, audience, organization, self, delivery, and future presentations. The class requires students to analyze audiences' knowledge of topics for informative speeches. The class will focus on using library databases and catalog to collect sources and scrutinize sources for quality information to organize in speeches. Students will construct an electronic visual aid to supplement an informative speech. The students will read and watch a variety
of speech communication related materials to help solidify theory and presentation skills such as listening, verbal communication and nonverbal communication. Students will use conflict theory to examine an interpersonal relationship and outline 4 areas: brief history of relationship, brief explanation of conflict styles, explanation of conflict, and communication effectiveness. Students will complete three chapter exams, a comprehensive final, conduct a minimum of two formal speeches, and write two papers.

Policies

Report a Complaint or Concern

UA-PTC takes very seriously complaints and concerns regarding the institution. Most complaints or concerns of a specific nature should be initiated and resolved at the campus level through normal college processes whenever possible. UA - Pulaski Technical College receives and resolves complaints using a variety of methods. To report a complaint or concern, please follow the link below.

https://www.uaptc.edu/report-a-concern-complaint

UA-PTC Attendance Policy

Education at UA-PTC requires students’ active involvement in the learning process. Thus, students are expected to attend all classes and actively engage in all learning assignments and/or opportunities provided in their classes. Class attendance should be treated as mandatory by all students as attendance will be taken by all instructors during the first two weeks of class.

Departmental Attendance Policy

Attendance will be taken regularly to ensure participation points are awarded accordingly.

Course Policies

The UA-PTC Catalog rules and regulations will be enforced in this course at all times. Please consult the following website for more information: https://www.uaptc.edu/catalog

Professional behavior is required. Punctual attendance and intelligent participation are expected. Particulars as determined by the instructor are detailed in the paragraph below.

Appropriate behavior is expected for all communications, including any notes, email messages, or telephone conversations. Some guidelines for communication are included in this syllabus to help you.

Grading Policy

Letter grades will be based on the following scale:
90 to 100%  A  
80 to 89%  B  
70 to 79%  C  
60 to 69%  D  
0 to 59%   F  

**Definition of Grades**

- **A** = Awarded to work which *far exceeds minimum expectations*, not only doing all that is required, but doing it with *superior skill, creativity, and thoroughness*.
- **B** = Awarded to work which is clearly *above average*, not only doing what is required, but doing it *very well and demonstrating substantial competence*.
- **C** = Awarded to work which is *average*; it meets the *minimum requirements*, but does not *demonstrate a grasp of the material* beyond the rudimentary.
- **D** = Awarded to work which is *passing*, but *below average competency* for college students. A significant amount of work is *missing*, or work shows *little effort or thought* and has *many errors*.
- **F** = Awarded to work which does *not meet the minimum requirements* of the course, and/or demonstrates a *general lack of understanding or effort*.

<table>
<thead>
<tr>
<th>COURSE REQUIREMENT</th>
<th>ESTIMATED % OF FINAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speeches (300 Points)</td>
<td>30%</td>
</tr>
<tr>
<td>Participation (200 Points)</td>
<td>20%</td>
</tr>
<tr>
<td>Speech Prep Work (150 Points)</td>
<td>15%</td>
</tr>
<tr>
<td>Papers (150 points)</td>
<td>15%</td>
</tr>
<tr>
<td>Exams (125 Points)</td>
<td>12.5%</td>
</tr>
<tr>
<td>Information Literacy (Research) Assignments (75 Points)</td>
<td>7.5%</td>
</tr>
</tbody>
</table>

*Course Requirements – Major Assignments*

**Readings**
The assigned readings are the foundation for our class discussions, assignments, and exams. The assigned readings outlined for each chapter will be provided in each learning module. It is expected that students will complete readings before the assigned date. You are strongly encouraged to bring your text to class for reference. While not always discussed in class, all assigned readings represent testable material.

**Speeches and Prep Work = 450 Points**

You will deliver two in-class speeches this semester: a 2-3 minutes Introduction speech (100 points) and a 4-6 minutes Informative speech (200 points and 150 points prep assignments). Each speech will be given on a topic of your choosing (and instructor approval). Your grade on your presentations will be based, in part, on the materials you prepare for the presentation (e.g., outline and PowerPoint). The remainder of your grade will be based on meeting the requirements for oral delivery. Instructions for completing each speech are included in Blackboard and will be discussed later in the semester.

Informative Speech topics not allowed: religion, abortion, marijuana, political topics and STD's.

*If you are considering one of these topics, or something similar, please speak to me early in the planning process.

**Participation = 200 Points**

Individual and informal group activities/assignments will be assigned in and out of class. Some assignments and activities will have a point value, but will not be graded; however, I reserve the right to lower points if assignments are not taken seriously or if students leave early.

**Papers = 150 Points**

You will deliver three papers this semester: a 1 page self-reflection (50 points), a conflict management analysis (50 points), and a reflection (25 points). The papers have unique writing perspectives, and specific guided questions to help with the construction of the paper. Sample papers are provided as guides.

**Exams = 125 Points (3 Module Exams 25 Points each, Comprehensive Final 50 points)**

Three module exams (25 points each) will be given during the semester and a comprehensive final (50 points). The exams will consist of multiple-choice questions. You are responsible for all the material presented in class discussions and your required readings for each exam.

**Information Literacy (Research) Assignments = 75 Points**

You will complete 3 information literacy assignments during the semester. Instructions for completing these assignments will be provided later in the semester.

**Writing Expectations**

To write effectively should be a given in college. Thus, your written work will be evaluated on both content and mechanics (spelling, grammar, and punctuation), and you are expected to proofread your
writing *before* you turn in an assignment. You present yourself as an educated person and competent communicator when you show control of the mechanics of writing. Mistakes in spelling, grammar, and punctuation will not significantly affect your grade as long as the mistakes are few and minor. However, because major and consistent mistakes affect the meaning of an assignment and detract from your presentation of yourself as a competent communicator, they will lower your grade.

I highly recommended that you seek the assistance of the UA-PTC Tutoring Labs when preparing written assignments for this class.

**Make-Up Policy**

- Speeches may only be made up if you contact me via email or phone AND provide me with proper documentation within 48-hours of the absence. Proper documentation is official documentation from a doctor, hospital, funeral home, or officer of the court (accident reports/traffic citations), which verifies the reason for your absence. You are solely responsible for arranging a make-up video if approved.
- If official documentation and instructor notification is not provided within 24-hours of the absence, you will not be allowed to make-up the speech. Speeches must be made up the first class period after the original date of the assignment or a zero grade will be given for that assignment.
- There is no make-up for in-class activities, quizzes, and exercises that are missed. This includes any homework assignments that are associated with in-class activities. If you miss class, you miss the points.
- The exams will be posted for a short period of time on Blackboard, and you must take the test during that time. Make-ups on tests will not be allowed. No excuse for missing a test will be accepted. If you miss an exam, the next exam can replace that zero with the grade you earn on that exam (one time only – up to 25 points). The final does NOT apply to this policy.

**Academic Integrity**

It is expected that all students who attend UA-PTC conduct themselves in a manner appropriate for the college experience. Academic integrity is a vital component of collegiate behavior. The UA-PTC catalog states, “The gaining of knowledge and the practice of honesty go hand-in-hand.”

The catalog also states, “The responsibility and authority of initiating discipline arising from violations of the rules against dishonesty during the process of the course are vested in the instructor of that course.”

The complete Academic Integrity Policy is in the UA-PTC code of conduct.

**Accommodation Policy**

Services for Students with Disabilities: UA-PTC is committed to fulfilling all federal requirements as stated in the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, and the American with Disabilities Amendments Act (ADAAA) of 2008. Accommodations are available to students who have documented disabilities. Students who request accommodations must register with the Disability Services Office (Main Campus: 501-812-2738 or South Campus: 501-812-2862) and must provide current and relevant documentation.
Students requesting accommodations should inform the instructor at the beginning of the course or as soon as accommodations are approved. It is the student's responsibility to provide their Accommodation Letter to the instructor. Accommodations are not retroactive and will only be provided once your instructor receives the Accommodation Letter.

Student Code of Conduct

All students are expected to abide by the UA-PTC Student Code of Conduct. For the full Student Code of Conduct, access the most current version of the UA-PTC Academic Catalog.

Sexual Misconduct

No person at UA - Pulaski Technical College will, on the basis of gender, be excluded from participation in, be denied benefits of, or be subjected to sex discrimination, sexual harassment or sexual misconduct under any education program or activity. All college administrative policies and procedures regarding sex discrimination, sexual harassment, and sexual misconduct are in compliance with Title IX. Students who feel they are victims of sexual misconduct should contact the UA-PTC Title IX Deputy Coordinator for Students:

Michelle Anderson, Director of Student Life and Leadership
Campus Center Building Room 216
501-812-2756
manderson@uaptc.edu

Course Evaluations

Students may be asked to evaluate their instructor and course near the end of the semester. These student evaluations are very important to the improvement in the quality of instruction and course materials. All results are anonymous and shared with the faculty only after the semester is over and grades have been posted.

Information Literacy

UA-PTC is committed to the Information Literacy Competency Standards for Higher Education as established by the Association of College and Research Libraries and endorsed by the National Forum on Information Literacy. Therefore, all courses will incorporate an information literacy component so that, by graduation, all students will be able to recognize the need for information, then locate, evaluate, synthesize, and communicate information in an ethical manner. Information literacy encompasses critical thinking, research, media, technology, health, business, and visual literacy skills to produce lifelong learners who can make informed decisions in the workplace and in their personal lives.

Tentative Course Schedule
<table>
<thead>
<tr>
<th>Module</th>
<th>Assignment</th>
<th>Points</th>
<th>Due Date</th>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start Here Materials</td>
<td>Course Agreement Form</td>
<td>10</td>
<td>Wk 1</td>
<td></td>
</tr>
<tr>
<td>1 Understanding</td>
<td>Read Chapters 1-4</td>
<td></td>
<td>Wk 1-4</td>
<td>LO1</td>
</tr>
<tr>
<td>Communication</td>
<td>Participation (instructor will outline)</td>
<td>50</td>
<td></td>
<td>LO1</td>
</tr>
<tr>
<td></td>
<td>LibGuide Scavenger Hunt</td>
<td>25</td>
<td></td>
<td>LO2</td>
</tr>
<tr>
<td></td>
<td>Major Presentation: Introduction Speech</td>
<td>100</td>
<td></td>
<td>LO3</td>
</tr>
<tr>
<td></td>
<td>Introduction Speech Self-Assessment Paper</td>
<td>50</td>
<td></td>
<td>LO1,3</td>
</tr>
<tr>
<td></td>
<td>Exam 1</td>
<td>25</td>
<td></td>
<td>LO1</td>
</tr>
<tr>
<td>2 Fundamental</td>
<td>Read Chapters 5-7</td>
<td></td>
<td>Wk 5-7</td>
<td>LO1,2</td>
</tr>
<tr>
<td>Communication</td>
<td>Participation (instructor will outline)</td>
<td>50</td>
<td></td>
<td>LO1,2</td>
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<tr>
<td></td>
<td>Research Warm-Up</td>
<td>25</td>
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<td>LO2</td>
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<tr>
<td></td>
<td>Informative Speech – Topic Selection and Thesis Statement</td>
<td>15</td>
<td></td>
<td>LO2,3</td>
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<tr>
<td></td>
<td>Exam 2</td>
<td>25</td>
<td></td>
<td>LO1,2</td>
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<tr>
<td>3 Informative</td>
<td>Read Chapters 8-12</td>
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<td>Wk 8-13</td>
<td>LO1-3</td>
</tr>
<tr>
<td>Speech</td>
<td>Participation (instructor will outline)</td>
<td>50</td>
<td></td>
<td>LO1-3</td>
</tr>
<tr>
<td></td>
<td>Informative Speech – Sources</td>
<td>25</td>
<td></td>
<td>LO2</td>
</tr>
<tr>
<td></td>
<td>Informative Speech – Full-Sentence Outline Draft</td>
<td>35</td>
<td></td>
<td>LO2</td>
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</tbody>
</table>
### Course Syllabus

#### Fall 2018

<table>
<thead>
<tr>
<th>Topic</th>
<th>Weight (%)</th>
<th>Week</th>
<th>Learning Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informative Speech – Full-Sentence Outline Final</td>
<td>65</td>
<td></td>
<td>LO2</td>
</tr>
<tr>
<td>Informative Speech – Electronic Visual Aid</td>
<td>25</td>
<td></td>
<td>LO3</td>
</tr>
<tr>
<td>Student Speech Critiques</td>
<td>25</td>
<td></td>
<td>LO3</td>
</tr>
<tr>
<td>Major Presentation – Informative Speech</td>
<td>200</td>
<td></td>
<td>LO3</td>
</tr>
</tbody>
</table>

#### 4 Relationship Communication

<table>
<thead>
<tr>
<th>Topic</th>
<th>Weight (%)</th>
<th>Week</th>
<th>Learning Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read Chapters 13-16</td>
<td>50</td>
<td>Wk 14-16</td>
<td>LO1,2,4</td>
</tr>
<tr>
<td>Participation (instructor will outline)</td>
<td>50</td>
<td></td>
<td>LO4</td>
</tr>
<tr>
<td>Conflict Management Analysis Paper</td>
<td>25</td>
<td></td>
<td>LO1-4</td>
</tr>
<tr>
<td>Reflection Paper</td>
<td>25</td>
<td></td>
<td>LO4</td>
</tr>
<tr>
<td>Exam</td>
<td>25</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Final

<table>
<thead>
<tr>
<th>Topic</th>
<th>Weight (%)</th>
<th>Week</th>
<th>Learning Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Exam</td>
<td>50</td>
<td>Finals Wk</td>
<td>LO1-4</td>
</tr>
</tbody>
</table>

**Final Exam Schedule:** The Final Exam is completed during a specific period of time in Blackboard during finals week.

Disclaimer: This schedule is a guide for the semester. The instructor reserves the right to amend the schedule as necessary.
Course Agreement Form

Read, complete, and return to instructor:

I have read the course syllabus for Kirsten Heintz Speech Communication class at UA-Pulaski Tech, and I understand its content. I also understand the rules for the class, and I will follow and abide by these rules, including those relating to attendance, assignments, grading criteria, plagiarism, and behavior.

__________________________
Semester

__________________________
Date

__________________________
Print name

__________________________
Signature

__________________________
UA-PTC Email address

__________________________
Telephone