

**HONORS 101B:
SEMINAR IN ORAL COMMUNICATION:
CRITICAL CONSUMPTION
SPRING 2005
SECTION 42
M - W 4:00 – 5:15pm
LH – 315A**

Professor: Clifford Roth
Office: TBA
Mailbox: TBA
Office Hours: TBA or by appointment.
Email: croth@fullerton.edu

REQUIRED TEXT

Zarefsky, D. (2002). Public speaking: Strategies for success (4th ed.). Boston: Allyn and Bacon.
(If you still have Schlosser's Fast Food Nation, keep it for this semester.)

Other Readings for 101B:

Berger, Peter, L. and Samuel P. Huntington, Many Globalizations: Cultural Diversity in the Contemporary World, 2002 (*On reserve at the library.*)

Enrenreich, Barbara, Nickel and Dimed: On (Not) Getting By in America, 2001 (*On reserve at the library.*)

Ritzer, George, The McDonaldization of Society, 2000

Vidal, John, McLibel: Burger Culture on Trial, 1997

* One blank VHS tape (will be provided).

COURSE DESCRIPTION

This second semester Honors seminar emphasizes the development of oral communication skills and the construction of well-organized outlines and presentations. As such, it builds on the skills you practiced last semester: constructing and evaluating arguments and conveying your ideas. Our presentations, plenary sessions, and many of our reading and writing assignments will focus on the subject of: What are the consequences of mass consumption on: labor, advertising and marketing, business, behavior, and other factors.

When you attend class, talk with your roommate, watch television, or surf the Internet, you face decisions about what to believe. Should you endorse a newspaper editor's claim that violence in the media is causally responsible for gun violence in the United States? Should you agree with a website's conclusion that Gulf War Syndrome is merely a metaphoric

illness? Should you be persuaded by your roommate's claim that crack-use was the primary cause of homelessness in the 1980's? The answers to these questions depend on the quality of the arguments provided in each case.

COURSE OBJECTIVES

This course has two overall goals: improving your abilities to express yourself orally, and to think rigorously and critically. More specifically, this course should enable you to:

1. Develop and present a clearly spoken message in English.
2. Practice effective listening and speaking.
3. Present an oral message clearly and effectively using relevant and adequate supporting evidence.
4. Understand the influence of culture and context in oral communication.
5. Understand and value difference in communication styles.
6. Negotiate cooperative action and solution to problems.
7. Select and use effectively appropriate techniques and materials to support ideas and to motivate and persuade others.

COURSE REQUIREMENTS

(1) ORAL PRESENTATIONS

Each student must give **5 speeches**, all of which will be videotaped.

1. Introductory Speech (3 minutes) on some aspect of the theme.
2. Informative Speech #1 (4-5 minutes) on the positions of a presidential candidate.
3. Informative Speech #2 with a visual aid (5-6 minutes) inspired by an article to be handed out, but must include the use of additional supporting materials.
4. Persuasive Speech #1 (6-7 minutes)
5. Persuasive Speech #2 with a rebuttal step. (7-8 minutes)

Written assignments that accompany speech assignments. The following assignments will accompany each of the two informative speeches and the two persuasive speeches.

1. Preparation Outlines. Must be handed in on the day of the speech.
2. Bibliographies. Must be handed in on the day of the speech.
3. Speaking Outlines. Must be handed in on the day of the speech.
4. Self-Evaluations: Each student will write a 1-page critical analysis of her/his own speech. Must be handed in the day after the speech.
5. Peer Evaluations: For each speech, four of you will be asked to fill out a written assessment form. Complete the forms diligently. Evaluations that are incomplete or vague will be graded negatively for the evaluator. Student evaluations will be factored into the speaker's grade. If there is evidence of grade inflation or unrealistic assessments, such evaluations will not be factored into the speaker's grade.

(2) PLENARY SESSIONS

Each student must attend plenary sessions when announced.

For each plenary you attend, you must write a 1-page summary (typed). Summaries are due at the first class meeting following the plenary. Write cogent essays on the plenary sessions, assigned readings, and on your peers' speeches.

(3) EXAMS

Students are required to take 2 exams. The first is a Mid-term, the second a Final. The final will be cumulative. The exams may be composed of multiple choice, short answer, and essay questions, and will require you to apply the skills you have learned from the Zarefsky text and from class.

GRADING

NOTE: This class WILL have grades assigned on the PLUS/MINUS (+/-) grading system and in accordance with CSUF campus policy. Letter Grades will be assigned at the end of the semester as converted from a numerical equivalent of your final grade as follows:

A+	99+	C	73 – 76
A	93 – 98	C-	70 – 72
A-	90 – 92	D+	67 – 69
B+	87 – 89	D	63 – 66
B	83 – 86	D-	60 – 62
B-	80 – 82	F	59 or less
C+	77 – 79		

		<u>% of final grade</u>
Speeches		50%
	Introductory Speech	5%
	First Informative Speech	5%
	Second Informative Speech	10%
	First Persuasive Speech	15%
	Second Persuasive Speech	15%
Exams		25%
	Mid-term Exam	10%
	Final Exam (cumulative)	15%
Quizzes		10%
Summaries of plenary sessions, peer evaluations & attendance of an outside speech		5%
Homework		5%
Participation		5%

STUDENT RESPONSIBILITIES

(1) OFFICE HOURS

Please attend office hours! If you need help with the reading or the assignments, visit me during office hours or make an appointment. Students who need note-taking or test-taking accommodations are encouraged to discuss this with me as soon as possible.

(2) ATTENDANCE

Attendance is required. You are responsible for notifying me in advance, if you are going to miss class. You are responsible for all information that was provided in your absence.

(3) MAKE-UPS

Exams

A student will be allowed to make up an exam if and only if: (1) she/he notifies me before the missed exam; and (2) she/he has a documented excused absence for the day of the exam. Proper documentation consists of an Official Absence from Health Services, the Dean's Office, or the Athletic Department. If you miss an exam, and you have not met both of the aforementioned conditions, you will receive a 0.

Introductory Oral Presentation/Final Project

Because of the compressed schedule, there will be no make-ups granted for the introductory oral presentation or the final project.

(4) IMPERMISSIBLE BEHAVIOR

It is impermissible to look at, copy, or consult the work of another student or one's books during an exam. It is impermissible to copy someone else's written work, or allow someone else to copy yours. Doing so constitutes plagiarism, which is punishable by expulsion.

Turn off cell phones/pagers while in class.

INSTRUCTOR RESPONSIBILITIES

- (1) Coming to class prepared to teach the material, raise questions for discussion, and answer your questions.
- (2) Grading and returning your assignments within a reasonable time from receiving them.
- (3) Promptly notifying the class of any revisions in the course schedule, or my availability outside of class.

COURSE SCHEDULE

(Revised 2/7/2005)

Reading and written assignments are due on the day they are listed.

INTRODUCTION TO PUBLIC SPEAKING

Week 1

Jan 31	Introduction to course and syllabus.	Introductory speech assigned.
Feb 2	Public Speaking, Listening	Zarefsky Ch. 1 & 2

Week 2

Feb 7	<u>-Introductory Presentations-</u>	
Feb 9	Choosing and Researching a Topic	Zarefsky Ch. 4 & 5

Week 3

Feb 14	Organizing and Outlining	Zarefsky Ch. 7 & 9
Feb 16	Organizing and Outlining	Zarefsky Ch. 7 & 9

Week 4

Feb 21	<u>Classes Canceled – President's Day</u>	
Feb 23	Organizing and Informing	Zarefsky Ch. 8 & 13

Week 5

Feb 28	Organizing and Informing	Zarefsky Ch. 8 & 13
March 2	<u>-Informative Speech 1-</u>	

Week 6

March 7	<u>-Informative Speech 1-</u>	
March 9	Presentation and Visual Aids	Zarefsky Ch. 11 & 12

Week 7

March 14 -Informative Speech 2-

March 16 -Informative Speech 2-

Week 8

March 21 EXTRA DAY FOR CATCH-UP AND REVIEW FOR MID-TERM

March 23 MID-TERM EXAM – IN CLASS

NO CLASSES DURING WEEK OF MARCH 28 – MARCH 30

Week 9

April 4 Reasoning and Persuading Zarefsky, Ch. 6 & 14

April 6 Reasoning and Persuading Zarefsky, Ch. 6 & 14

Week 10

April 11 -Persuasive Speech 1-

April 13 -Persuasive Speech 1-

Week 11

April 18 -Persuasive Speech 1-

April 20 -Persuasive Speech 1-

Week 12

April 25 Language and Audience Zarefsky, Ch. 10 & 3

April 27 Language and Audience Zarefsky, Ch. 10 & 3

Week 13

May 2 -Persuasive Speech 2-

May 4 -Persuasive Speech 2-

Week 14

May 9 -Persuasive Speech 2-

May 11 -Persuasive Speech 2-

WEEK 15

May 16 Occasions for Public Speaking Zarefsky, Ch. 15

May 18 COURSE WRAP-UP AND REVIEW FOR FINAL EXAM

FINALS WEEK

Final Exam

Wed, May 25th 5:00 – 6:50pm