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OFFICE OF THE
SENATE COUNCIL

Course Information

Date Submitted: 5/17/2013

Current Prefix and Number: COM - Communication , COM 287 - PERSUASIVE SPEAKING

Other Course:

Proposed Prefix and Number: COM287

What type of change is being proposed?

Major – Add Distance Learning

Should this course be a UK Core Course? No

1. General Information

a. Submitted by the College of: College of Communication and Information

b. Department/Division: Communication

c. Is there a change in 'ownership' of the course? No

If YES, what college/department will offer the course instead: Select...

e. Contact Person

Name: Jami Warren

Email: jami.warren@uky.edu

Phone: 8594945514

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

f. Requested Effective Date

Semester Following Approval: Yes OR Effective Semester:

2. Designation and Description of Proposed Course

a. Current Distance Learning (DL) Status: Please Add

b. Full Title: PERSUASIVE SPEAKING

Proposed Title: PERSUASIVE SPEAKING

c. Current Transcript Title: PERSUASIVE SPEAKING

Proposed Transcript Title: PERSUASIVE SPEAKING

d. Current Cross-listing: none

Proposed – ADD Cross-listing :

Proposed – REMOVE Cross-listing:

e. Current Meeting Patterns

LECTURE: 3

Proposed Meeting Patterns

LECTURE: 3

f. Current Grading System: ABC Letter Grade Scale

Proposed Grading System: PropGradingSys

g. Current number of credit hours: 3

Proposed number of credit hours: 3

h. Currently, is this course repeatable for additional credit? No

Proposed to be repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester? No

2i. Current Course Description for Bulletin: A study of the processes involved in attitude change, with emphasis on the preparation and delivery of persuasive messages.

Proposed Course Description for Bulletin: A study of the processes involved in attitude change, with emphasis on the preparation and delivery of persuasive messages.

2j. Current Prerequisites, if any:

Proposed Prerequisites, if any:

2k. Current Supplementary Teaching Component: Service Learning

Proposed Supplementary Teaching Component:

3. Currently, is this course taught off campus? No

Proposed to be taught off campus? No

If YES, enter the off campus address:

4. Are significant changes in content/student learning outcomes of the course being proposed? No

If YES, explain and offer brief rationale:

5a. Are there other depts. and/or pgms that could be affected by the proposed change? No

If YES, identify the depts. and/or pgms:

5b. Will modifying this course result in a new requirement of ANY program? No

If YES, list the program(s) here:

6. Check box if changed to 400G or 500: No

Distance Learning Form

Instructor Name: Jami Warren

Instructor Email: jami.warren@uky.edu

Internet/Web-based: Yes

Interactive Video: No

Hybrid: No

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations? This course provides for timely and appropriate interaction between students and faculty and among students in a variety of ways including interactive online lectures and discussion, faculty hosted virtual office hours, discussion board exchange among students. The syllabus conforms to Senate guidelines and Distance Learning considerations.

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc. Students in this SL course will utilize a similar textbook to that of students in a face-to-face setting. The course goals remain the same and student work will be assessed in the same way as in a FTF setting (speeches will be evaluated via video instead of in a FTF setting), papers will be evaluated via Blackboard, and so on.

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc. The academic offense policy will remain the same in the DL course as in the FTF course. SafeAssign (via Blackboard) will be utilized if the instructor deems necessary to ensure the integrity of student work. Blackboard will be used for this DL course and is password protected.

4. Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above? NO

If yes, which percentage, and which program(s)? N/A

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting? Students in this course will still have access to students services on campus if needed and can take advantage of library services specifically designed for DL students. The instructor will also post additional resources as needed electronically.

6. How do course requirements ensure that students make appropriate use of learning resources? Students in this course are asked to conduct research for assignments (they are encouraged to use the library services dedicated to DL courses), and are also encouraged to use the relevant labs on campus (MC3 lab, writing center, etc.).

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program. Equipment appropriate to the course or program (webcam, software packages, etc.) will be available for purchase in the bookstore. Students are provided with electronic access to library services and other on-campus resources as needed. Students can also take advantage of on-campus resources/labs such as the writing center and MC3 lab if necessary.

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)? The syllabus provides information related to IT services available for students.

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? YES

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology. N/A

10. Does the syllabus contain all the required components? YES

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name: Jami Warren

SIGNATURE|LLST223|Laura L Stafford|Dept approval for ZCOURSE_CHANGE COM 287|20130131

SIGNATURE|CEMONA2|E C Monaghan|College approval for ZCOURSE_CHANGE COM 287|20130131

SIGNATURE|JMETT2|Joanie Ett-Mims|Undergrad Council approval for ZCOURSE_CHANGE COM 287|20130225

Courses	Request Tracking
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Course Change Form

https://myuk.uky.edu/sap/bc/soap/rfc?services=

[Open in full window to print or save](#)

Generate F

Attachments:

Upload File

	ID	Attachment
Delete	1822	COM287DL_syllabus.doc
<input type="button" value="First"/> <input type="button" value="1"/> <input type="button" value="Last"/>		

Select saved project to retrieve... Get New

NOTE: Start form entry by choosing the Current Prefix and Number
(*denotes required fields)

Current Prefix and Number:	COM - Communication COM 287 - PERSUASIVE SPEAKING	Proposed Prefix & Number:	COM287
* What type of change is being proposed?		<input type="checkbox"/> Major Change <input checked="" type="checkbox"/> Major - Add Distance Learning <input type="checkbox"/> Minor - change in number within the same hundred series, exception same "hundred series" <input type="checkbox"/> Minor - editorial change in course title or description which does not in content or emphasis <input type="checkbox"/> Minor - a change in prerequisite(s) which does not imply a change in or emphasis, or which is made necessary by the elimination or significant the prerequisite(s) <input type="checkbox"/> Minor - a cross listing of a course as described above	
Should this course be a UK Core Course? <input type="radio"/> Yes <input checked="" type="radio"/> No			
If YES, check the areas that apply:			
<input type="checkbox"/> Inquiry - Arts & Creativity <input type="checkbox"/> Composition & Communications - II <input type="checkbox"/> Inquiry - Humanities <input type="checkbox"/> Quantitative Foundations <input type="checkbox"/> Inquiry - Nat/Math/Phys Sci <input type="checkbox"/> Statistical Inferential Reasoning <input type="checkbox"/> Inquiry - Social Sciences <input type="checkbox"/> U.S. Citizenship, Community, Diversity <input type="checkbox"/> Composition & Communications - I <input type="checkbox"/> Global Dynamics			
1. General Information			
a. Submitted by the College of:		College of Communication and Information	
		Today's Date: 5/17/2013	
b. Department/Division:		Communication	
c.* Is there a change in "ownership" of the course?			
<input type="radio"/> Yes <input checked="" type="radio"/> No If YES, what college/department will offer the course instead? Select...			
e.* * Contact Person Name:		Jami Warren	
		Email: jami.warren@uky.edu	
		Phone: 8594945514	
* Responsible Faculty ID (if different from Contact)		Email:	
		Phone:	
f.* Requested Effective Date:		<input checked="" type="checkbox"/> Semester Following Approval	
		OR	
		Specific Term: 2	
2. Designation and Description of Proposed Course.			
a. Current Distance Learning(DL) Status:		<input type="radio"/> N/A <input type="radio"/> Already approved for DL* <input checked="" type="radio"/> Please Add <input type="radio"/> Please Drop	
*If already approved for DL, the Distance Learning Form must also be submitted <u>unless</u> the department affirms (by checking this box) that proposed changes do not affect DL delivery.			
b. Full Title:		PERSUASIVE SPEAKING	
		Proposed Title: *	
		PERSUASIVE SPEAKING	
c. Current Transcript Title (if full title is more than 40 characters):		PERSUASIVE SPEAKING	
c. Proposed Transcript Title (if full title is more than 40 characters):		PERSUASIVE SPEAKING	

d. Current Cross-listing:		<input checked="" type="checkbox"/> N/A	OR	Currently ³ Cross-listed with (Prefix & Number):	none
Proposed – ADD ² Cross-listing (Prefix & Number):					
Proposed – REMOVE ^{1,2} Cross-listing (Prefix & Number):					
e. Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours⁴ for each meeting pattern type.					
Current:	Lecture 3	Laboratory ⁵	Recitation	Discussion	Indep. Stud
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other Please explain:		
Proposed: *	Lecture 3	Laboratory ⁵	Recitation	Discussion	Indep. Stud
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other Please explain:		
f. Current Grading System:		ABC Letter Grade Scale			
Proposed Grading System:*		<input checked="" type="radio"/> Letter (A, B, C, etc.) <input type="radio"/> Pass/Fail <input type="radio"/> Medicine Numeric Grade (Non-medical students will receive a letter grade) <input type="radio"/> Graduate School Grade Scale			
g. Current number of credit hours:	3			Proposed number of credit hours:*	3
h.* Currently, is this course repeatable for additional credit?					Yes <input checked="" type="radio"/>
* Proposed to be repeatable for additional credit?					Yes <input checked="" type="radio"/>
If YES:	Maximum number of credit hours:				
If YES:	Will this course allow multiple registrations during the same semester?				Yes <input checked="" type="radio"/>
i. Current Course Description for Bulletin:					
A study of the processes involved in attitude change, with emphasis on the preparation and delivery of persuasive messages.					
* Proposed Course Description for Bulletin:					
A study of the processes involved in attitude change, with emphasis on the preparation and delivery of persuasive messages.					
j. Current Prerequisites, if any:					
* Proposed Prerequisites, if any:					
k. Current Supplementary Teaching Component, if any:					
<input type="checkbox"/> Community-Based Experience <input checked="" type="checkbox"/> Service Learning					

	<input type="radio"/> Both
Proposed Supplementary Teaching Component:	<input type="radio"/> Community-Based Experience <input type="radio"/> Service Learning <input type="radio"/> Both <input type="radio"/> No Change
3. Currently, is this course taught off campus?	<input type="radio"/> Yes <input checked="" type="radio"/> No
* Proposed to be taught off campus?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, enter the off campus address:	
4.* Are significant changes in content/student learning outcomes of the course being proposed?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, explain and offer brief rationale:	
5. Course Relationship to Program(s).	
a.* Are there other depts and/or pgms that could be affected by the proposed change?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, identify the depts. and/or pgms:	
b.* Will modifying this course result in a new requirement ^Z for ANY program?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES ^Z , list the program(s) here:	
6. Information to be Placed on Syllabus.	
a. <input type="checkbox"/> Check box if <u>changed to 400G or 500.</u>	If <u>changed to 400G- or 500-level</u> course you must send in a syllabus and <i>you must include the differences</i> between undergraduate and graduate students by: (i) requiring additional assignments by the graduate and/or (ii) establishing different grading criteria in the course for graduate students. (See SR 3.1.4.)

Distance Learning Form

This form must accompany every submission of a new/change course form that requests distance learning delivery. This form may be required when changing a course already approved for **fields are required!**

Introduction/Definition: For the purposes of the Commission on Colleges Southern Association of Colleges and Schools accreditation review, **distance learning** is defined as educational process in which the majority of the instruction (interaction between students and instructors and among students) in a course occurs when students and instructor are not in the same place. Instruction may be synchronous or asynchronous. A distance learning (DL) course may employ correspondence study, or audio, video, or computer technology.

A number of specific requirements are listed for DL courses. **The department proposing the change in delivery method is responsible for ensuring that the requirements are satisfied at the individual course level.** It is the responsibility of the instructor to have read and understood the university-level assurances regarding an equivalent DL students utilizing DL (available at <http://www.uky.edu/USC/New/forms.htm>).

Course Number and Prefix: COM287	Date: 1/31/2013
Instructor Name: Jami Warren	Instructor Email: jami.warren@uky.edu

Check the method below that best reflects how the majority of the course content will be delivered.

Internet/Web-based Interactive Video Hybrid

Curriculum and Instruction

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Syllabus Guidelines, specifically the Distance Learning Considerations?

This course provides for timely and appropriate interaction between students and faculty and among students in a variety of ways including interactive online lectures and discussion, faculty hosted virtual office hours,

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goal of student learning outcomes, etc.

Students in this SL course will utilize a similar textbook to that of students in a face-to-face setting. The course goals remain the same and student work will be assessed in the same way as in a FTF setting (speeches will be

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic policy; etc.

The academic offense policy will remain the same in the DL course as in the FTF course. SafeAssign (via Blackboard) will be utilized if the instructor deems necessary to ensure the integrity of student work. Blackboard will be used

4. Will offering this course via DL result in at least 25% or at least 50%* (based on total credit hours required for completion) of a degree program being offered via an defined above?

NO

If yes, which percentage, and which program(s)?

N/A

*As a general rule, if approval of a course for DL delivery results in 50% or more of a program being delivered through DL, the effective date of the course's DL delivery months from the date of approval.

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting? Students in this course will still have access to student services on campus if needed and can take advantage of library services specifically designed for DL students. The instructor will also post additional resources as needed.

Library and Learning Resources

6. How do course requirements ensure that students make appropriate use of learning resources?

Students in this course are asked to conduct research for assignments (they are encouraged to use the library services dedicated to DL courses), and are also encouraged to use the relevant labs on campus (MC3 lab, writing

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

Equipment appropriate to the course or program (webcam, software packages, etc.) will be available for purchase in the bookstore. Students are provided with electronic access to library services and other on-campus resources as

Student Services

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)?

The syllabus provides information related to IT services available for students.

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)?

Yes

No

If no, explain how students enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.
N/A

10. Does the syllabus contain all the required components, below? Yes

- Instructor's **virtual** office hours, if any.
- The technological requirements for the course.
- Contact information for Distance Learning programs (<http://www.uky.edu/DistanceLearning>) and Information Technology Customer Service Center (<http://www.uky.edu/UKIT/Help/>; 859-218-HELP).
- Procedure for resolving technical complaints.
- Preferred method for reaching instructor, e.g. email, phone, text message.
- Maximum timeframe for responding to student communications.
- Language pertaining academic accommodations:
 - "If you have a documented disability that requires academic accommodations in this course, please make your request to the University Disability Resource Center. The Center will require current disability documentation. When accommodations are approved, the Center will provide me with a Letter of Accommodation details the recommended accommodations. Contact the Disability Resource Center, Jake Karnes, Director at 859-257-2754 or jkarnes@email.uky.edu."
- Specific dates of face-to-face or synchronous class meetings, if any.
- Information on Distance Learning Library Services (<http://www.uky.edu/Libraries/DLIS>)
 - Carla Cantagallo, DL Librarian
 - Local phone number: 859 257-0500, ext. 2171; long-distance phone number: (800) 828-0439 (option #6)
 - Email: dliservice@email.uky.edu
 - DL Interlibrary Loan Service: http://www.uky.edu/Libraries/libpage.php?web_id=253&lib_id=16

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name: Jami Warren

Abbreviations: DLP = Distance Learning Programs ATG = Academic Technology Group Customer Service Center = 859-218-HELP (<http://www.uky.edu/UKIT/Help/>)

Revised 8/00

- ☐ See comment description regarding minor course change. *Minor changes are sent directly from dean's office to Senate Council Chair.* If Chair deems the change as "i form will be sent to appropriate academic Council for normal processing and contact person is informed.
- ☐ Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.
- ☐ Signature of the chair of the cross-listing department is required on the Signature Routing Log.
- ☐ Removing a cross-listing does not drop the other course - it merely unlinks the two courses.
- ☐ Generally, undergrad courses are developed such that one semester hr of credit represents 1 hr of classroom meeting per wk for a semester, exclusive of any lab meeting generally represents at least two hrs per wk for a semester for 1 credit hour. (See SR 5.2.1.)
- ☐ You must *also* submit the Distance Learning Form in order for the course to be considered for DL delivery.
- ☐ In order to change a program, a program change form must also be submitted.

[Submit a New Proposal](#) [Make Curricular Changes](#)

**COM 287 (ONLINE): SPRING 2013
PERSUASIVE SPEAKING (3 CREDITS)**

Dr. Jami Warren
310M Little Library
jami.warren@uky.edu (preferred means of contact)
FTF Office hours: by appointment
Virtual Office hours: TBD

Course Description:

A study of the processes involved in attitude change, with emphasis on the preparation and delivery of persuasive messages.

Student Learning Outcomes:

1. Students will demonstrate the ability to enact strategies of persuasive message construction
2. Students will demonstrate confidence and skills in public speaking
3. Students will be able to identify the impact of audience and context on message construction and delivery
4. Students will demonstrate the ability to write clearly and critically evaluate persuasive messages whenever they appear in media, organizations, and social contexts.

Required Textbook and Materials:

Verderber, R. K., Sellnow, D. D., & Verderber, K. S. (2012). *Speak*. Boston, MA: Cengage Learning.
Other readings/pdfs on Bb
Workbook accessible on Blackboard course page
3 x 5 inch index cards

Minimum Technology Requirements

Complete the following steps to make sure your computer is correctly configured and the necessary software is installed.

1. FIREFOX is the recommended Internet browser for this course. Go to <https://download.uky.edu/> to download a free version of FIREFOX. Log in with you LINK BLUE ID and password and search for FIREFOX.
2. You will also need Flash, Adobe Acrobat Reader and QuickTime movie player. Go to <http://wiki.uky.edu/Canvas/Wiki%20Pages/Browser%20Check.aspx> then click BbGO! To download them.
3. You will also need to use Microsoft Word for all written work and Microsoft PowerPoint for presentational aids that accompany your oral presentations.
5. You will also be required to record and upload your oral presentations to the Blackboard Shell for self and peer critiques. A variety of technologies are available for recording and viewing oral presentations, and these technologies will be used to ensure that students have an online classroom experience that mirrors the oral presentation opportunities of an off-line course.

Course Policies

QEP

At the University of Kentucky, we care about your success. Because of the importance of communication in your personal, academic, and professional lives, the university has developed a **Quality Enhancement Plan (QEP)**. In this plan, your professors are getting more training about teaching you communication skills AND there are tutoring labs where you can go for one-on-one help with speaking, writing, and visual communication assignments. This plan is called Presentation U...Because **YOU** are the ultimate presentation!

UK's QEP = Presentation U!

Important Contacts

Help Desk at 218-HELP (4357)

Distance Learning Programs Office: 859-257-3377

Distance Learning Services, Carla Cantagallo, DL Librarian: 859-257-0500, ext. 2171; or 800-828-0439 (option#6); dllservice@email.uky.edu

DL Interlibrary Loan Service: http://www.uky.edu/Libraries/libpage.php?lweb_id=253&llib_id=16

Procedure for Resolving Technical Complaints: If you experience technical difficulties, contact the Customer Service Center at 859-218-HELP or by email at helpdesk@uky.edu. Please also inform your instructor when you are having technical difficulties.

This course is taught in the Eastern Time Zone. All times listed in this syllabus are ET. If you live outside the ET, you need to account for the time change when turning in assignments.

Attendance and Participation

Online education requires excellent time management and self-motivation. As an accelerated web-based class, attendance means checking the Bb website daily for messages or assignment information. Budgeting your time carefully for coursework and reading as if you were attending a class on a campus will help you avoid unforeseen delays and procrastination that will affect your overall performance. As this is an online class where you will work according to your own schedule, I will not take attendance. However, if you do not complete assignments on time, according to the schedule deadlines, you will receive a zero for that assignment.

Additionally, participation will serve as an indicator of attendance in this online course. During each week, there may be several activities for you to complete (and they may be ungraded). If you do not complete the weekly activities, it will be noted and treated as an unexcused absence.

There are 25 points assigned specifically to participation activities. You may miss 2 participation activities during the course of the semester and still receive all your participation points. Thereafter, you

lose 5 points from your participation grade for each missed assignment. These points will be tallied at the end of the semester.

Even though I will not take attendance, there may be times during the semester when you are unable to meet an assignment, peer review feedback, or self-assessment deadline due to circumstances beyond your control. Excused absences will be given at my discretion with proof as defined by the UK Student Code 5.2.4.2. Students missing work due to an excused absence must inform me about their excused absence within one week following the period of the excused absence (except where prior notification is required), so we can determine a new deadline. Students will not be penalized for excused absences.

For any emergency situation that arises, e-mail your instructor as soon as you know about the situation.

For further information, see <http://www.uky.edu/StudentAffairs/Code/part2.html>

Academic Standards: 5.2.4

Attendance and Completion of Assignments: 5.2.4.1

Excused absences: 5.3.4.2

Assignment Submissions

All assignments are to be posted to the classroom Bb Shell by **5:00 pm on Friday of the assigned week**. This includes major and minor writing assignments, oral communication presentation assignments, as well as self and peer critiques and class discussion postings. No late assignments will be accepted without approval of the instructor and an excused absence as defined above.

Failing to complete and submit major assignments (i.e. written assignments or speeches), will result in major reductions of your course grade as per the grading criteria below.

Graded assignments will be returned to you within 1 week of submission, unless otherwise indicated by the instructor.

RESEARCH POLICY:

The Department of Communication is committed to involving undergraduate students in scholarly research so that they may understand the importance of generating new knowledge at the University of Kentucky as a major research institution. Students in this class are required to complete 1 research study for 1 research credit. (If you are enrolled in additional COM courses that have research requirements, you are responsible for participating in additional research studies, up to a maximum of 2 studies/credits). Detailed information about research studies and the available session times to sign up are available on the SONA website: <http://comm.uky.edu/research/signup>. Failure to participate in a research study or completion of the designated alternative assignment will result in a 5% deduction in your final course grade. It is your responsibility to regularly check the SONA website to keep track of the completion of your research credit and the deadlines and dates of the research studies. (Note: It may take up to one week for completed research credit to be recorded and appear in the system.)

Student Responsibilities:

Sign up for a research study or the alternative assignment by the signup deadline through the SONA system (<http://comm.uky.edu/research/signup>).

Participate in the research study(ies) for which you sign up; failure to participate in a study or to notify the researcher of the need to cancel/reschedule (which is managed through the SONA system) will result in a 5% deduction in the student's final course grade.

Log-in to SONA (<http://comm.uky.edu/research/signup>) and assign your earned credit(s) to the proper class and section.

Student Deadlines:

TBD

Tutoring:

In addition to contacting me email, or during my scheduled office hours, the department offers additional help sources:

1. Multimodal Communication Lab (MC3): located in 106 Grehan Journalism Bldg. (phone: 257-8370). The staff can help you identify and correct problems with all aspects of your writing and speaking. See their website at: <http://cis.uky.edu/dic/lab>. Their hours are: M 10-6. TW 10-8, R 10-5.
2. The Writing Center: located in W. T. Young Library, Thomas D. Clark Study, 5th Floor, West Wing (phone: 257-1368). The staff can help you identify and correct problems with all aspects of your writing.

Excused Absences:

Students need to notify the professor of absences prior to class when possible. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit "reasonable cause for nonattendance" by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy.

Verification of Absences:

Students may be asked to verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request "appropriate verification" when

students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required prior to the absence.

Academic Integrity:

Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Part II of *Student Rights and Responsibilities* (available online <http://www.uky.edu/StudentAffairs/Code/part2.html>) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about the question of plagiarism involving their own work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work which a student submits as his/her own, whoever that other person may be.

Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone unless the assignment has been designed to be conducted with a partner or small group of classmates.. When a student's assignment involves research in outside sources of information, the student must carefully acknowledge exactly what, where and how he/she employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas which are so generally and freely circulated as to be a part of the public domain (Section 6.3.1).

All work submitted must be new, original work; you may not submit work you have produced for another purpose or class.

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Classroom Behavior, Decorum, and Civility

Students are expected to treat one another in ways that demonstrate respect and civility. This pertains to both face-to-face and online interactions. Classmate critiques and discussion board comments that do not adhere to such practices will result in a zero for that assignment the first time it occurs and a letter grade reduction for the entire course for subsequent offenses.

Accommodations Due to Disability:

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym, 257-2754, email address: jkarnes@email.uky.edu) for coordination of campus disability services available to students with disabilities.

If you are registered with the Disability Resource Center and have special needs, I am happy to talk with you outside of class about making reasonable accommodations. To negotiate special arrangements (especially of deadlines) you must contact me at least two weeks before an assignment is due so that I can consult with your advisor or tutor. This is a non-negotiable class policy.

Grievance Procedure:

Occasionally, students are unsatisfied with some dimension of the course. In such cases, students should schedule a meeting, first, with me. If we cannot reach a satisfactory resolution, the students should schedule a meeting with the Director of Undergraduate Studies in Communication. Students who remain dissatisfied should schedule a meeting with the Department Chair.

Assignments: The following assignments must be completed to earn a grade in COM 287. These assignments consist of major and minor oral speeches, outlines, speech critiques and papers, and quizzes/comprehensive exam. **I DO NOT ACCEPT EMAILED OR LATE ASSIGNMENTS. ASSIGNMENTS ARE DUE TO Bb ON THE DAY THEY ARE DUE OR THEY WILL NOT RECEIVE CREDIT.**

Oral Speeches and Outlines

ALL speeches (minor and major) must be delivered to earn a grade in the course.

Minor Speech Assignments (all worth 10 points each; 20 points total for minor speeches)

1. Informative Speech: Self-Introduction Speech (10 pts)

This 2-3 minute speech is an opportunity to inform your listeners about yourself. The lectern is not allowed. An extemporaneous delivery style is required. You must speak from a *speaking outline (notes)* using no more than two 3x5 inch index cards (one side only).

2. Impromptu (10 pts)

This 2-3 minute speech will be delivered during the semester. This type of speech is done “off the cuff” with little preparation. Your topic will be assigned on that date.

Major Speech Assignments (Speeches = 300 Points Total; Outlines = 30 points)

1. Informative Speech with Presentational Aids (Speech = 100 pts; Outlines=10 pts)

This 4-5 minute informative speech will focus on a topic of your choice. You must cite at least three oral footnotes and use at least two different presentational aids. In other words, you must support your ideas with evidence and reasoning. The lectern is not allowed. An extemporaneous delivery style is required. Points will be deducted for going over or under the time limits, for not using a speaking outline, or for using more than four 3x5 inch index cards (one side only).

2. Dispositional Persuasive Speech of Point/Counterpoint (Speech=100 pts; Outlines = 10 points)

This 4-6 minute speech must attempt to form, reform, or reinforce listeners’ attitudes, beliefs, or values about an issue of importance to you (it can be associated with your service site but doesn’t have to). It may focus on a claim of fact or value. You and a partner will research and prepare two different speeches advocated opposing sides of the same issue. The lectern is optional for this speech. An extemporaneous delivery style is required, as is at least two presentational aids. Points will be deducted for going over or under the time limits, for not using a *speaking outline*, or for using more than four 3x5 inch index cards (one side only).

3. Social Problem Speech (Speech=100 pts; Outlines=10 pts)

You will choose a social problem/controversy that is interesting to you. You will research the problem, discuss the potential causes of the problem, and provide practical solutions to the problem. You will attempt to motivate your audience to take some sort of action to solve the problem. This speech is 6-8 minutes, and requires a powerpoint presentation with supplemental visuals. Points will be deducted for going over or under the time limits, for not using a *speaking outline*, or for using more than four 3x5 inch index cards (one side only).

Speech Critiques, Papers, and Other Assignments (35 points):

1. Self Critiques (2 at 5 points each= 10 points)

You will complete a self critique for the informative and dispositional speeches.

2. Public Speech Critique (15 points)

You will choose a professional speech (in the local community, on campus, etc.). You should attend the speech, take notes, and write a 2-3 page paper critiquing the speech in terms of content, structure, delivery, and use of presentational aids (if applicable). You should comment on specific aspects of the speech and make clear connections to the textbook and course material. Please attach your notes at the end of the paper.

Quizzes (10 pts each, 50 points total):

There will be 5 quizzes throughout the semester. These quizzes will measure student comprehension of textbook content/readings. Format will consist of T/F and M/C.

Exams (25 pts each, 50 points total):

You will be given two exams this semester. They will cover material learned in class and in your textbook. Format will consist of T/F, M/C, short answer, and essay.

Check-Marked Assignments/Participation Points (up to 25 points):

Check marked, in-class assignments (small assignments, outline drafts, peer review participation, discussion board participation, etc.) will receive a green check mark in Bb throughout the semester as you complete these assignments. You may miss 1 of these assignments and still receive the full 25 points. After 1 missed assignment, you will lose 5 points per each missed assignment thereafter.

Grading:

100%- 90% = A 89%- 80%=B 79%- 70%=C 69%-60%=D

59% & below= E

Final Exam Information

Date, time, location, other information

Mid-term Grade

Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/Registrar/AcademicCalendar.htm>)

Points Total Chart

<u>ASSIGNMENT</u>	<u>POINTS EARNED</u>	<u>POINTS TOTAL</u>
MINOR SPEECHES		
1. Self-Intro Speech		10
2. Impromptu Speech		10
MAJOR SPEECHES		
1. Informative Speech		100
2. Dispositional Speech		100
3. Social Problem Speech		100
OUTLINES		
1. Informative Speech Outline		10
2. Dispositional Speech Outline		10
3. Social Problem Outline		10
SELF-CRITIQUES		
1. Informative Self-Critique		5
2. Dispositional Self-Critique		5
PAPERS		
1. Public Speech Critique		15
QUIZZES/TESTS		
1. Quiz 1		10
2. Quiz 2		10
3. Quiz 3		10

4. Quiz 4		10
5. Quiz 5		10
6. Exam 1		25
7. Exam 2		25
PARTICIPATION PTS		UP TO 25 PTS TOTAL
Assignment:		
Assignment:		
Assignment:		
Assignment:		
Assignment:		
Assignment:		
Assignment:		
TOTAL POINTS:		500

Daily Schedule

Date	Topics	Assignments Due This Week!
Week One (Jan 9)	Course Overview/ Communicating with Confidence	<i>Read: Chapters 1-2</i>
Week Two (Jan 14)	Listening & Critiquing/ Your First Speech	<u>Quiz 1 on Bb (ch. 1-3)</u> <i>Read: Chapter 3 & Ch. 3 from CPS on Bb</i>
Week Three (Jan 21)	Deliver Self-Intro Speeches	Self-Intro Speeches
Week Four (Jan 28)	Topic Selection/ Audience Analysis/ Evidence	<u>Quiz 2 on Bb (ch. 4-6)</u> <i>Read: Chapters 4-6)</i>
Week Five (Feb 4)	Informative Speaking/ Assign Informative Speech Deliver Impromptu Speeches	<i>Read: Chapter 12</i> Impromptu Speeches
Week Six (Feb 11)	Organization & Outlining	<u>Quiz 3 on Bb (ch. 7-8, 12)</u> <i>Read: Chapters 7-8, 12</i> Exam 1 on Bb (Ch. 1-8)
Week Seven (Feb 18)	Using APA format/ Citing sources/ Using Presentational Aids	<i>Read: Chapter 9</i>
Week Eight (Feb 25)	Peer Review Formal Outlines for Informative Speech Online	Draft of Informative Speech Outline to Bb for peer review
Week Nine (Mar 4)	Deliver Informative Speeches	Informative Speeches Final Outline due to Bb

Week Ten (Mar 11)	Spring Break! No Class!	
Week Eleven (Mar 18)	Language & Delivery	<u>Quiz 4 on Bb (ch. 10-11)</u> Self-Critique due to Bb <i>Read: Chapters 10-11</i>
Week Twelve (Mar 25)	Persuasive Speech Strategies & Designs/Assign Dispositional Speech & Partners	<u>Quiz 5 on Bb (ch. 13-14)</u> <i>Read: Chapters 13-14</i>
Week Thirteen (Apr 1)	Work Week: Work on Dispositional Speeches with Partners & Speech Critique Paper Assignment	Exam 2 on Bb (Ch. 9-16)
Week Fourteen (Apr 11)	Deliver Dispositional Speeches	Dispositional Speeches Final Outline due to Bb
Week Fifteen (Apr 18)	Assign Social Problem Speech/ Work on Speeches	Self-Critique due to Bb
Week Sixteen (Apr 25)	Public Speech Critique Papers	Public Speech Critique Papers due to Bb
Week Seventeen/Finals Week (May 1)	Deliver Social Problem Speeches	Social Problem Speeches Final Outlines Due to Bb