CMAT 101: Public Speaking Assignment Guidelines (150 Points Possible)

Rationale: Public speaking is really at the foundation of our discipline. It is likely that you will have several speaking assignments in your college career to prepare you for the many public speaking activities you will face after college. It makes sense to practice these skills early and often. This assignment will also give you valuable information about important organizations and programs that you have access to here at SU.

Topic: The topic of the speech will be informing the audience about one of the following SU organizations/programs: Career Center, Writing Center, Center for Student Achievement, Student Health Services, Counseling Center, Study Abroad in the CMAT Department, Internships in the CMAT Department, Volunteer Center, Fitness Center, The Flyer, SU TV, WXSU

A sign-up sheet titled “Public Speaking Topics” has been posted in MyClasses so you need to sign-up for the one you want to speak about. First come, first served!

Assignment Details:
1. Each speech will be 4-5 minutes long.
2. The speech must include information that is not commonly known.
3. Each speaker must use a visual aid in the form of a PowerPoint or Prezi that follows DeWitt’s guidelines:
   a. Easy to see and/or read.
   b. They need to add to your message, not compete with or replace it.
   c. Maximum 3-5 bullet points with no more than 25 words total per slide.
   d. Have some kind of image that relates to the message on each slide, but no cheesy clipart, non-standard spelling (“Cuz”), or foul language in images.
   e. No distracting animation
   f. Follow the posted guidelines in the toolbox for citing sources.
4. A copy of that visual aid must be posted or linked in MyClasses BEFORE you present.
5. The speech must include at least 5 reliable sources that are cited both orally and on the slide where that information is discussed in at least 16 point font. One of those sources will be the SU webpage on your topic and a second one will be an interview with someone connected with your topic. Interviews should be scheduled in advance and you need to prepare your questions in advance. If this person is kind enough to take their time to speak to you, you need to honor that favor by being considerate and prepared. The other three sources must be from credible published sources.
6. Each class member will also be expected to provide a critique for 2 of their fellow classmate’s speeches. These cannot be made up!
7. Finally, you will complete a self-evaluation by watching a video of your presentation and critiquing your performance.
Attire: Speakers must follow the Career Center’s Guidelines for Interview Attire, found at http://www.salisbury.edu/careerservices/students/Interviews/Dress.html. Including, but not limited to…

Men: Jacket preferred, but long sleeve shirt and tie at minimum. Slacks (no jeans) and leather shoes. Be sure clothing matches and isn’t wrinkled, dirty, or worn.

Women: Slacks/skirt and blouse or dress. Skirt length must cover your thigh when sitting. No tight clothing or low-cut tops (no cleavage or bra showing). If you wear a skirt or dress, you must wear hose no matter how tan you are.

Tip #1: Love your topic. This is an essential key to a successful speech! Your enthusiasm or lack thereof is readily apparent to your audience. Dig into your topic until you find something that interests you!

Tip #2: Follow the Ten Commandments of Public Speaking listed in this document!

Tip #3: Invest some time and energy into the research, planning, and editing of your speech. Sign up for a session at the writing center (yes, they help with speeches, too!). This investment will pay off in increased confidence and reduced stress when it comes time to actually speak.

Tip #4: Practice out loud, multiple times! Practice in front of an audience if possible. Don’t try to memorize every word, instead, aim to become comfortable and conversational in your delivery, like you are just talking to a friend. If you want to use notes, ONLY USE A FEW KEY WORDS on a notecard, and not a script. This lessens the temptation to read your speech to us and not look up.

Penalties:
1. There will be no in-class make-ups for missed speeches. If you miss your scheduled presentation you will be assessed a 20% penalty and you must make an appointment to do a make-up with a faculty audience. This make-up must be done within 10 days of the scheduled presentation or you will receive a “0”.
2. If your visual aids are not present or don’t work you will receive a “0” for that part of the grade.
3. Ten points (-10) will be deducted if you fail to post a copy of your ppt or link to your Prezi BEFORE class on the day you speak.
4. A penalty of up to ten points (-10) will be deducted for failing to follow the attire guidelines.
5. You will also be docked 5 points for going 30 seconds over or under your time limit. 10 points will be docked if you go 31-60 seconds over/under the limit. Speakers will be stopped at 6 minutes whether they are finished or not.

Presentation Grading Rubric (Adapted from Dan Rooney- Phillips Community College, U of Arkansas Website)

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Exceeds Expectations</th>
<th>Meets Expectations</th>
<th>Approaches Expectations</th>
<th>Needs Improvement</th>
<th>Not Attempted</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Points 10</td>
<td>Points 9</td>
<td>Points 7</td>
<td>Points 5</td>
<td>Points 0</td>
</tr>
<tr>
<td>Introduction &amp; Conclusion</td>
<td>(1) Gets attention (2) Clear Preview (3) Clear Thesis (4) Clear summary (5) Connected to each other.</td>
<td>Meets any four of the five criteria</td>
<td>Meets any three of the five criteria</td>
<td>Meets only two of the five criteria</td>
<td>None Given</td>
</tr>
<tr>
<td>Content</td>
<td>Presented useful, new information that was not widely known.</td>
<td>Presented some useful new information that was not widely known.</td>
<td>Presented a small amount of useful new information that was not widely known.</td>
<td>Presented almost no useful new information that was not widely known.</td>
<td>None Given</td>
</tr>
<tr>
<td>Body</td>
<td>Main points are clear, well supported, and sources are orally cited.</td>
<td>Main points are somewhat clear, some support, and some oral citation.</td>
<td>Main points need clarity and support, lack of sources and documentation</td>
<td>Main points are vague and have little to no support.</td>
<td>None Given</td>
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<td>Eye Contact</td>
<td>Eye contact with audience virtually all the time (except for brief glances at notes)</td>
<td>Eye contact with audience at least 80% of the time</td>
<td>Eye contact with audience at least 70% of the time</td>
<td>Little or no eye contact</td>
<td>None Given</td>
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<tr>
<td>Vocal Clarity</td>
<td>Use of language contributed to effectiveness of the speech, and vocalized pauses (um uh er etc.) not distracting</td>
<td>Use of language does not have negative impact, and vocalized pauses (um uh er etc.) not distracting</td>
<td>Use of language causes potential confusion, and/or vocalized pauses (um uh er etc.) are distracting</td>
<td>Use of language was inappropriate</td>
<td>None Given</td>
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<tr>
<td>Body language</td>
<td>Body language, gestures, and facial expressions adds greatly to the message</td>
<td>Body language, gestures, and facial expressions compliment message</td>
<td>Body language, facial expressions and gestures lack variety and spontaneity</td>
<td>Body language, gestures, and facial expressions are lacking or inappropriate</td>
<td>None Given</td>
</tr>
<tr>
<td>Topic is specific, follows assignment</td>
<td>Topic is specific, appropriate and adapted</td>
<td>Topic is clear appropriate and somewhat adapted</td>
<td>Topic lacks clarity and focus needs adapting to audience</td>
<td>No specific purpose-- inappropriate for audience or occasion</td>
<td>None Given</td>
</tr>
<tr>
<td>Visual Aids</td>
<td>Visual Aids followed all of the guidelines</td>
<td>Minor problems with visual aids</td>
<td>Significant problems with visual aids</td>
<td>Major problems with visual aids.</td>
<td>None Given</td>
</tr>
<tr>
<td>Citations on slides</td>
<td>Were complete, readable, and used appropriately.</td>
<td>Minor problems with slide citations.</td>
<td>Significant problems with slide citations.</td>
<td>Major problems with slide citations.</td>
<td>None Given</td>
</tr>
</tbody>
</table>

**Self-Evaluation (30 Points Possible):** After you have watched the video of your speech, respond to the statements below in the text box provided. You may compose your answers in Word and cut & paste them into the text box. Please **DO NOT** submit your answers as an attached document.

1. Describe at least 2 things that you think went well in your presentation and explain how they added to the performance.
2. Describe at least 2 things that you think could have been improved in your performance and explain how they detracted from the performance.
3. Describe at least 2 things that you think you could do to overcome these issues for future speeches and explain why you think they would be helpful.

**Critiquing Peer Speeches (20 Total Points Possible):** Clearly explaining WHY you liked or didn’t like something is more helpful to the speaker. It helps them know how to do more of what you liked and change what you didn’t. Each critique needs to contain the following 3 elements…

1. Praise: What did you like?
2. Suggestions: What could be improved or done differently?
3. Specific examples: This shows the speaker that you really paid attention and helps them understand your comments.
DEWITT’S TEN COMMANDMENTS
OF PUBLIC SPEAKING

#1. THOU SHALL NOT IGNORE THE STATED GUIDELINES FOR THE PRESENTATION.

#2. THOU SHALL NOT BEGIN A SPEECH WITH “HI, MY NAME IS...” OR “TODAY I’M GOING TO TELL YOU ABOUT...”

#3. THOU SHALL NOT END A SPEECH WITH JUST WALKING AWAY, OR “THAT’S IT”, “THAT’S ALL”, OR “I’M DONE.”

#4. THOU SHALL NOT GIVE US DEFINITIONS OF TERMS WE ALREADY KNOW (i.e. “Webster’s defines recycling as...”) NOR SHALL YOU GIVE US MUNDANE INFORMATION (i.e. “A study conducted by the New Jersey Transit Authority shows that excessive drinking can lead to car accidents and tickets with large fines.”).

#5. THOU SHALL NOT STARE AT YOUR NOTECARDS OR DELIVER YOUR SPEECH TO THE COMPUTER MONITOR OR VIEWING SCREEN.

#6. THOU SHALL NOT PRESENT ANY INFORMATION OR IDEAS THAT YOU DID NOT CREATE YOURSELF WITHOUT STATING YOUR SOURCES AND GIVING THEM CREDIT.

#7. THOU SHALL NOT READ NOTECARDS OR POWERPOINT SIDES TO THE AUDIENCE WORD FOR WORD.

#8. THOU SHALL NOT USE ANY VISUAL AIDS THAT ARE BORING, UNPROFESSIONAL, REPETITIVE, AND/OR DO NOT ADD TO THE CONTENT OF YOUR PRESENTATION IN A MEANINGFUL WAY.

#9. THOU SHALL NOT APOLOGIZE TO THE AUDIENCE AND CALL UNDUE ATTENTION TO ANY MISTAKES THAT YOU MAY HAVE MADE.

#10. THOU SHALL ALWAYS CONSIDER THE AUDIENCE AND GIVE THEM PRESENTATIONS THAT ARE WELL PREPARED, RELEVANT, AND ENGAGING.