

**UCLA Summer Session A**  
**COMM 1**  
**Principles of Oral Communication**  
**June 24th –August 2nd, 2024**

**Instructor:** Brian Hurwitz  
**Class Hours:** Monday and Wednesday, 10:45 am – 12:50 pm  
**Class Location:** Public Affairs Building/Room 1337  
**Office:** Rolfe Hall Room 2332  
**Office Hours:** Monday, 1:00pm-3:00pm PST and by appointment  
**Phone:** (310) 213-3788

**COURSE OVERVIEW**

The “act” of public speaking is rooted in the academic. Collectivistic fundamentals that furnish us with demonstrable mechanics. Theories and constructs that underscore the science of communication and give rhetorical discourse its structure. While they will routinely inform our classroom lectures and discussions, the preponderance of such material can be gleaned from just about any textbook with little to no variation. Their application, however, is something else entirely.

The “art” of public speaking is entirely individualistic. It relies on your cultivation of an idiosyncratic style, the specifics of which can only be unearthed through trial and error. As you will see and hear, there are literally millions of ways to establish tone with your verbals and sustain momentum with your non-verbals. To entertain an audience of one or 1,000. To walk the tightrope of informative objectivity. And to change hearts and minds with impactful persuasion.

**REQUIRED TEXTS/READINGS**

Links to articles and essays will regularly be posted on Canvas under the ASSIGNMENTS tab, but there are no required texts for this course.

Both will be evaluated during class, but you will not be tested on either. In my experience, answering multiple-choice questions and writing essays will not hone your rhetorical skills as effectively as participating in classroom

discussions. And I believe your familiarity with the assignments will encourage you to do precisely that.

### **ASSIGNMENTS & GRADING**

Students will present three different speeches to the class, one for each of the three modules we will be examining over the course of the quarter:

- 1) Painting a Verbal Picture (20% of your final grade)**
- 2) The Art of Objectivity (25% of your final grade)**
- 3) The Power of Persuasion (30% of your final grade)**
  - 3a) Impromptu Response (10% of your final grade)**

During this round, every speech will be followed by a 1-2 minute constructive critique from a fellow classmate. The order will be chosen at random. Every student is responsible for delivering one (and only one). Please know there is no way to prepare for it other than by giving every speaker your full attention.

**What follows are the general guidelines that govern all three:**

- 1) None of the presentations will require you to use any supplementary materials (videos, pictures, music, etc.). However, you should feel free to use whatever you like. All I ask is that you make sure to send it to me in advance of your presentation so that I can run it through the classroom's computer and project it on-screen.
- 2) Every speech will be followed by peer comments and critiques.
- 3) The delivery order for each speech will be posted on the first day of each new module, shortly after the prompt and guidelines are discussed in class. I will also post the prompt on Canvas. The order for the first speech will be chosen at random. The order for the second will be the reverse of the first. The order for the third will again be chosen at random.

**NOTE:** Once an order has been posted, you will have 48 hours to contact me about any conflicts. I will do my absolute best to accommodate you and reschedule your speech. But after that 48-hour period has elapsed, please consider the order permanent.

What follows are the general guidelines that govern all three:

- 1) There is no remote option. There is no Zoom option. Every speech must be presented in class and in person.
- 2) There are no make-up days or times.
- 3) No speech should exceed the 4-minute mark.
- 4) You will never be required to use supplementary materials (videos, pictures, music, etc.). However, you should feel free to use whatever you like. All I ask is that you make sure to send it to me in advance of your presentation so that I can run it through the classroom's computer and project it on-screen.
- 5) Every speech will be followed by peer comments and critiques.
- 6) The presentation order for each speech will be posted under the ANNOUNCEMENTS TAB shortly after the prompt is unlocked on Canvas (under the ASSIGNMENTS TAB). The order for the first speech will be chosen at random. The order for the second will be the reverse of the first. The order for the third will again be chosen at random.
- 7) Speeches for the third module, *The Power of Persuasion*, will be followed by an **Impromptu Response** from a classmate who will be tasked with constructively critiquing the speech for 1-2 minutes. Their order will be chosen at random, and every student is responsible for delivering one (and only one). There is no way to prepare for it other than by giving each speaker your undivided attention.
- 8) There is only one presentation days for each of our three modules. Please know these are the **only** days during which students may deliver their speech for any given module. There are no make-up days or times. I do not offer the option of writing papers or of evenly dividing up whatever percentage points a given speech is worth and applying them to the other speeches. Simply put, students who fail to deliver the module's speech on its presentation day will automatically receive a '0' for the assignment.

**Class Participation & Attendance (15% of your final grade)**

An important part of cultivating a personal model for public speaking is connecting with your own inimitable voice. Thoughts are things, and the more comfortable you get with externalizing yours the stronger a speaker you will become. Participating in class discussions will incrementally help you do that.

Additionally, you will be expected to offer thoughtful criticism of the speeches presented in class and to interact with both your classmates and me in a manner befitting the environment. No doubt the personal nature of certain speeches and topics will give rise to conflicting and contrary opinions and perceptions. While I encourage open debates, I insist on open minds. Disagreements will be natural, but disrespect will not be tolerated. Failure to respect beliefs or interpretations contrary to your own may result in removal from the course or a referral to the Dean of students.

**PROJECTED CLASS SCHEDULE****Session 1: June 24<sup>th</sup>, 2024**

**Content:** A brief overview of the course, assignments and expectations. Discuss the role of public speaking in our modern, media saturated society as we examine ways to structure a speech in accordance with the parameters of our first module: *Speaking to Entertain*.

**Session 2: June 26<sup>th</sup>, 2024**

**Content:** Personal strategies for coping with stage fright/using anxiety to your advantage. Developing your personal model for public speaking around how you speak to entertain, and how you hold an audience's attention for a set period of time. Understanding the strengths and weaknesses of the four different ways of delivering a speech.

**Session 3: July 1<sup>st</sup>, 2024**

**Content:** Step-by-step breakdown of different kinds of entertaining speeches, such as wedding toasts, eulogies, keynote and commencement addresses. *Bullet-proofing* your speech plan in preparation for the first presentations.

**Session 4: July 3rd 2024****Content:** *First Speech Presentations: Painting a Verbal Picture*

After every speech, students will evaluate their classmate's presentation. (Some speeches will undoubtedly elicit more critiques than others. Please know the grades you receive for each of the three speeches will in no way be affected by how many or how few of such critiques you receive. However, the majority of your participation grade will be based on your regular and impactful contribution to these critiques).

**Session 5: July 8th, 2024**

**Content:** Using the idiosyncratic mechanics you displayed during your first speech and applying them to our second module, Speaking to Inform. Determining how you can use them in conjunction with your personal beliefs and attitudes so as to better inform your non-verbal communication.

**Session 6: July 10th, 2024**

**Content:** Examining the four different ways to effectually present unbiased information to an audience. Designing your presentation's key points around them to make your information resonate with audiences.

**Session 7: July 15th, 2024**

**Content:** Best practices for presenting objective information both efficiently and memorably. Informative exercises in objective information.

**Session 8: July 17th, 2024****Content:** *Second Speech Presentations: The Art of Objectivity.***Session 9: July 22nd, 2024**

**Content:** Integrating what you have built to fit the parameters of our third and last module, Speaking to Persuade. Start to breakdown effective approaches to change attitudes, beliefs and values.

**Session 10: July 24th, 2024**

**Content:** Delineating the three propositions that define persuasive speech. Using Monroe's Motivated Sequence to fit each of them.

**Session 11: July 29th, 2024**

**Content:** Further defining, describing, explaining and demonstrating the three propositions. Discuss the principles of influence in conjunction with the principles of persuasion.

**Session 12: July 31st, 2024**

**Content:** Third Speech Presentations: The Power of Persuasion

Each speech will be followed by an Impromptu Response.