

**SPCH 207: Developing Professional Speaking Skills**

*3 credits, 3 hours lecture*

This second-year communications course focuses on the development of students' skills in speaking to a variety of audiences. Students will apply principles of communication theory to plan effective presentations and to present technical information in a professional and polished manner. In addition, they will practice using current technology to support oral communication skills, and they will adapt presentation techniques for different listeners and situations.

*Prerequisites: WRITE 103*

**Instructor**

Jane Jacques (she/her)  
S211-D  
780-791-4836  
[jane.jacques@keyano.ca](mailto:jane.jacques@keyano.ca)

**Territorial Acknowledgement**

Keyano College is located on Treaty 8 land, which was and continues to be home to the Cree, Dene, Dane-zaa, Densuline, and Métis people. We are all Treaty people with rights and obligations towards one another and towards the land.

**Respectful Discourse**

Everyone has the right to be treated with respect. Racist, sexist, homophobic, transphobic, or other disrespectful or hateful comments will not be tolerated in this class or on assignments. I will call you by the name you choose to be known by and use the pronouns you prefer.

**Office Hours**

I am happy to meet with students at mutually convenient times. Please e-mail me to set up an appointment, or drop in during these times:

Tuesday 3:00-4:50 p.m.

Thursday 10:00-11:50 a.m.

Friday *virtual office hour* 1:30-3:00 p.m. **Zoom link on Moodle**

**Hours of Instruction**

Monday 10:30-11:50 a.m.

Wednesday 10:30-11:50 a.m.

**Required Resources**

Course readings and videos will be linked on Moodle.

**Course Outcomes**

Upon successful completion of this course, the student shall be able to:

- Adapt speeches and presentations to different audiences and genres, with an environmental emphasis.
- Develop a proposal, review scientific literature and participate in a group presentation to demonstrate an understanding of environmental research.
- Plan, draft, practice and present informative and persuasive speeches
- Demonstrate professional, ethical conduct in interview simulations
- Apply guidelines to critique student and professional presentations in order to facilitate continuous improvement and to increase analytical and critical skills.

**Evaluation**

**SPEECHES:**

Introductory	<i>pass/fail</i>
Process analysis	10%
Advocacy	10%
Scientific explanation	10%
Interview	10%
Research project proposal	5%
Research project presentation	20%

**CRITIQUES**

Self-critiques	5%
Critiques of student work	5%

**OTHER WORK**

Resume and cover letter	10%
TED talk analysis assignment	10%

**CLASS WORK**

Participation, in-class work	5%
------------------------------	----

—————  
100%

*A grade of C- is required for progression or transfer.*

Note that SPCH 207 has NO final exam. The final grade is based entirely upon course work. Your participation grade will depend upon several factors: being present in class and remaining for the full class session every week; making useful contributions to discussions, oral critiques, and in-class individual and group activities; and being a co-operative, engaged, and supportive member of the learning community.

**Students who do not complete all the required work should not expect to pass the course.**

**Performance Requirements**

Presentations and speeches will be assessed on content, clarity, organization, speaking skills, and effective use of technology and other visual aids. Students will also offer feedback to others and engage in self-evaluation after each speech or presentation. Rubrics for instructor, student, and self-assessment will be distributed with each assignment.

All written work will be due at 11:59 p.m. on the due date. Written work submitted the following day will be accepted until 11:59 p.m. with a 10% penalty for lateness; after 11:59 p.m. it will be REFUSED. All written work must be typed in 12-pt Times New Roman, double spaced, and submitted to the appropriate drop box on Moodle.

Students will be evaluated on the following speeches:

1. Introductory speech: *Describe your interest in science*
2. Process analysis speech: *Explain how to perform a technical or scientific task*
3. Advocacy speech: *Persuade or motivate listeners to act on an issue of environmental importance*
4. Scientific explanation speech: *Explain a scientific process or principle*
5. Interview presentation: *Develop and present your resume and job skills and respond extemporaneously to interview questions*
6. Research project presentation: *Develop and carry out a research project on an environmental issue and then present your findings in an interactive group presentation*

Throughout the course, we will watch videos of public speakers to critique the style, presentation techniques, and content of each speech. You will also select and watch some speeches on your own for analysis and discussion.

During the term, you will choose an online TED talk (at least 15 minutes) on a scientific topic to show to the class. You will sign up for one class to introduce, present, and lead a discussion about the talk, focusing on its style and content. You will also submit a two-page response paper to explain your choice and to summarize the relevance of the video as an example of good public speaking.

**Grading System**

Descriptor	Alpha Grade	4.0 Scale	Percent	Rubric for Letter Grades
Excellent	A+	4.0	> 92.9	Work shows in-depth and critical analysis, well developed ideas, creativity, excellent writing, clarity and proper format.
	A	4.0	85 – 92.9	
	A-	3.7	80 – 84.9	
Good	B+	3.3	77 – 79.9	Work is generally of high quality, well developed, well written, has clarity, and uses proper format.
	B	3.0	74 – 76.9	
	B-	2.7	70 – 73.9	
Satisfactory <b>Progression</b>	C+	2.3	67 – 69.9	Work has some developed ideas but needs more attention to clarity, style and formatting.
	C	2.0	64 – 66.9	
	C-	1.7	60 – 63.9	
Poor <b>Minimum Pass</b>	D+	1.3	55 – 59.9	Work is completed in a general way with minimal support, or is poorly written or did not use proper format.
	D	1.0	50 – 54.9	
Failure	F	0.0	< 50	Responses fail to demonstrate appropriate understanding or are fundamentally incomplete.

**Proposed Schedule**

**Please Note:**

Date and time allotted to each topic is subject to change.

<b>DATE</b>	<b>TOPIC</b>	<b>SPEECHES</b>	<b>WRITTEN WORK</b>	<b>OTHER</b>
January 5	Introduction to course	<b>Introductory speech</b>		Process analysis speech assigned January 5
January 10-12	Audience and ethics in public speaking; how to write a critique			TED Talk analysis assigned January 10
January 17-19		<b>Process analysis speech</b>	Practice critique due January 17	
January 24-26	Analyzing the audience	<b>Student TED talk analysis #1 January 24</b>	Process analysis critiques due January 26	Scientific explanation speech assigned January 26
January 31-February 2	Developing supporting materials	<b>Student TED talk analysis #2 January 31</b>	Student #1 response paper due January 31	Research proposal and presentation assigned February 2
February 7-9		<b>Scientific explanation speech</b>	Student #2 response paper due February 7	
February 14-16	Listening skills		Scientific explanation critiques due February 16	Advocacy speech assigned February 16
<b>February 21</b>	<b>FAMILY</b>	<b>DAY</b>	<b>COLLEGE</b>	<b>CLOSED</b>
<b>February 22-25</b>	<b>READING</b>	<b>WEEK</b>	<b>NO</b>	<b>CLASSES</b>
February 28-March 2	Using persuasion in public speaking	<b>Student TED talk analysis #3 February 28</b>	Research proposal due February 28	
March 7-9	Effective introductions and conclusions	<b>Student TED talk analysis #4 March 7</b>	Student #3 response paper due March 7	
March 14-16		<b>Advocacy speeches</b>	Student #4 response paper due March 14	Interview presentation, resume, and cover letter assigned March 14
March 21-23	Interview techniques	<b>Student TED talk analysis #5 March 21</b>	Advocacy critiques due March 23	

March 28-30	Interviews and interviewing	<b>Interview presentations</b>	Student #5 response paper due March 28 Resume and cover letter due March 28	
April 4-6	Presentations	<b>Research presentations</b>	Interview critiques due April 6	
April 11-13	<b>Presentations</b>	<b>Research presentations</b>	Research presentation critiques due April 13	

**Performance Requirements and Student Services**

**Student Responsibilities**

It is your responsibility as a student to contact the Office of the Registrar to complete the forms for Withdrawal or Change of Registration, and any other forms. Please refer to the list of important dates as noted in the Academic Schedule in the Keyano College credit calendar. The Keyano College credit calendar also has information about Student Rights and Code of Conduct. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Code of Conduct Policies.

**Student Attendance**

Class attendance is useful for two reasons. First, class attendance maximizes a student's learning experience. Second, attending class is a good way to keep informed of matters relating to the administration of the course (e.g., the timing of assignments and exams). Ultimately, you are responsible for your own learning and performance in this course.

It is the responsibility of each student to be prepared for all classes. Students who miss classes are responsible for the material covered in those classes and for ensuring that they are prepared for the next class, including the completion of any assignments and notes that may be due.

**Academic Misconduct**

Students are considered to be responsible adults and should adhere to principles of intellectual integrity. Intellectual dishonesty may take many forms, such as:

- Plagiarism or the submission of another person's work as one's own;
- The use of unauthorized aids in assignments or examinations (cheating);
- Collusion or the unauthorized collaboration with others in preparing work;
- The deliberate misrepresentation of qualifications;
- The willful distortion of results or data;
- Substitution in an examination by another person;
- Handing in the same unchanged work as submitted for another assignment; and
- Breach of confidentiality.

The consequences for academic misconduct range from a verbal reprimand to expulsion from the College. More specific descriptions and details are found in the Student Rights and Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Code of Conduct Policies.

In order to ensure your understanding of the concept of plagiarism, you must successfully complete the online tutorial found on [ilearn.keyano.ca](http://ilearn.keyano.ca). Then print the certificate, sign it, and show it to each of your instructors. Your course work may not be graded until you show this signed certificate.

### **Specialized Supports**

The Student Services Department is committed to Keyano students and their academic success. There are a variety of student supports available at Keyano. Due to the continuing situation with the Covid-19 pandemic, the offered support services will be implemented through a model to respond to the restrictions in force at the time. In-person and virtual services will be offered. All Alberta Health Services guidelines will be followed for in-person appointments—wear a mask, maintain two meters of physical distance, use hand sanitizer, and stay home if you are unwell.

All student services are available during Keyano business hours: Monday to Friday, 8h30-16h30. The College is closed for statutory holidays. If you require support outside of regular business hours, please inform the support service team, and we will do our best to accommodate your needs.

**Accessibility Services:** provides accommodations for students with disabilities. Students with documented disabilities, or who suspect a disability, can meet with a Learning Strategist to discuss their current learning barriers and possible accommodations. Students who have accessed accommodations in the past are encouraged to contact us to request them for the semester. Please note that requesting accommodations is a process and requires time to arrange. Contact us as soon as you know you may require accommodations. For accessibility supports and to book an appointment, please contact [accessibility.services@keyano.ca](mailto:accessibility.services@keyano.ca).

Accessibility Services also provides individual and group learning strategy instruction for all students, as well as technology training and supports to enhance learning. Meet with a Learning Strategist to learn studying and test-taking strategies for online classes. Schedule an appointment with the Assistive Technology Specialist to explore technology tools for learning. Book an appointment today by emailing [accessibility.services@keyano.ca](mailto:accessibility.services@keyano.ca)

**Wellness Services:** offers a caring, inclusive, and respectful environment where students can access free group and individual support to meet academic and life challenges. Mental Health Coordinators offer a safe and confidential environment to seek help with personal concerns. Students may access services virtually and in-person.

Wellness Services welcomes students to participate in any of the group sessions offered throughout the academic year addressing topics including mindfulness and test anxiety.

Individual appointments can be made by emailing [wellness.services@keyano.ca](mailto:wellness.services@keyano.ca).

**Library Services:** provides students with research and information supports as they engage in their studies. Library staff are available to support you both online and in-person throughout the semester. For a detailed list of library supports and services, go to [www.keyano.ca/library](http://www.keyano.ca/library). For all inquiries, please email [askthelibrary@keyano.ca](mailto:askthelibrary@keyano.ca) or chat with us online.

Begin your research with the [Library's FIND page](#). Search for information and sources for your assignments using the OneSearch, the Library's Catalogue, or by searching in a specific database selected from the [A-Z Database List](#).

Individual support with us is available. For support with citations, research and other information needs, appointments can be booked using the online [Book A Librarian Calendar](#). For support with Moodle, educational tools for assignments, Microsoft Office, Zoom, Teams and more, book an appointment using the online [Educational Technology Support Calendar](#).

Research and subject guides are helpful resources when beginning your research, assignment, using new educational technology, or addressing other information needs. To view a subject or course-specific guide, check out the complete listing of online [Subject Guides](#).

To access additional research resources, including Citation Guides (APA, MLA, Chicago, or IEEE), go to the [Research Help Library page](#).

The Loanable Technology collection is available to support students in their learning pursuits, whether online, in person or both. Items available for borrowing include mobile projectors, webcams, noise-cancelling headphones, Chromebooks, and laptops. For an up-to-date list of technology available for borrowing as well as support available, go to the Library's [Loanable Technology webpage](#).

**Academic Success Centre:** The Academic Success Centre is a learning space in the Clearwater Campus (CC-119) at Keyano College. Students can gather to share ideas, collaborate on projects, get new perspectives on learning from our Academic Content Specialists, or use the Centre's educational resources. The Academic Success Centre provides academic support services to students registered in credit programs at Keyano College in the form of individual tutoring, writing support groups, facilitated study groups, workshops, and study space. Services are **free** to Keyano students.

Academic Content Specialists are available in the areas of Math, Science, Human Services, and English/Humanities. This covers all courses offered at Keyano. The Academic Success Coach can also be found in the Academic Success Centre.

For the most up to date information on how to book a session, please view [the Keyano Academic Success Centre homepage](#).

**Academic Integrity:** The goal of the Academic Success Centre is to foster a student's ability to learn effectively and independently. Students registered at Keyano College are welcome to drop by the Centre to visit with any of our Academic Content Specialists to discuss their academic concerns.

**Availability:** Monday to Friday: 8:30 a.m. – 4:30 p.m. Flexible times may be available upon request. Virtual and in-person sessions, please email to get in contact with our Academic Content Specialists. For the most up to date information on how to book a session, please view the [Academic Success Centre homepage](#).

**Academic Success Coach:** offers you support and access to resources for your academic success to help you to find the Keys to your Success. The Academic Success Coach will work with you to develop an academic success plan, develop your study and time management skills, and connect you with the right resources here at Keyano. [Academic.success@keyano.ca](mailto:Academic.success@keyano.ca) is the best way to access resources during blended service delivery. The Academic Success Coach is located in the Skill Centre in CC-119 at the Clearwater Campus.

### E-Learning

Technology and internet will impact your online learning experience. It's important that you can watch an online video and other course materials, take online quizzes and participate in a live class with your instructor and other students. Live/virtual classes will be hosted in Microsoft Teams or Zoom.

For all course delivery types, you will access your course resources on Keyano's learning management system, **Moodle (iLearn)**. Login in using your [Keyano username and password](#).

Keyano College operates in a Windows based environment, and having the correct tools for online learning is important. Here's a list of recommended system requirements.

### Internet Speed

Minimum Internet speeds of 10 Mbps.

Recommended Internet speeds of 25 Mbps (especially if you are sharing your internet at home).

Check your internet speed with Fast.com.

**System requirements:**

Microsoft Windows	Apple
<p><b>Minimum Requirements:</b></p> <p>A Windows 10 <b>computer/laptop</b></p> <ul style="list-style-type: none"> <li>· Minimum 4GB of RAM.</li> <li>· 10GB+ available hard drive storage.</li> <li>· Enough available hard drive space to install the Microsoft Office suite (approximately 3GB). <u>Microsoft Office software is free to all Keyano students and employees.</u></li> <li>· Microphone, webcam and speakers. A headset with a microphone is recommended.</li> <li>· System updates must be regularly installed.</li> <li>· Anti-Virus / Anti-Malware software</li> </ul>	<p><b>Minimum Requirements:</b></p> <p>A Macintosh (V10.14 and above) <b>computer/laptop</b></p> <ul style="list-style-type: none"> <li>· Minimum 4GB of RAM.</li> <li>· 10GB+ available hard drive storage.</li> <li>· Enough available hard drive space to install the Microsoft Office suite (approximately 3GB). <u>Microsoft Office software is free to all Keyano students and employees.</u></li> <li>· Microphone, webcam and speakers. A headset with a microphone is recommended.</li> <li>· System updates must be regularly installed.</li> <li>· Anti-Virus / Anti-Malware software.</li> </ul>
<p><b>Recommended Requirements</b></p> <ul style="list-style-type: none"> <li>· 8GB of RAM</li> <li>· A method of backing up/synchronizing to local or cloud-based storage such as OneDrive is highly recommended. This is included if you complete the setup of KeyanoMail and download MS Office using your Keyano email for free.</li> </ul>	<p><b>Recommended Requirements</b></p> <ul style="list-style-type: none"> <li>· 8GB of RAM</li> <li>· A method of backing up/synchronizing to local or cloud-based storage such as OneDrive is highly recommended. This is included if you complete the setup of KeyanoMail and download MS Office using your Keyano email for free.</li> </ul>
<p>Chromebooks are <b>not</b> recommended as they are not compatible with testing lockdown browsers.</p> <p>A Microsoft Surface or iPad or iPad Pro may be possible alternatives in some program areas.</p>	

**Specific Department Requirements:**

Business and OA programs require Windows 10.  
Other programs may utilize Windows based tools as well.

**Computer Software**

Students will be able to get access to Microsoft Office 365 for free using Keyano credentials by [clicking here](#).

**Recording of Lectures and Intellectual Property**



Students may only record a lecture if explicit permission is provided by the instructor or by Accessibility Services. Even if students have permission to record a lecture or lecture materials, students may not share, distribute, or publish any of the lectures or course materials, this includes any recordings, slides, instructor notes, etc. on any platform. Thus no student is allowed to share, distribute, publish or sell course related content (instructor, or students) without permission. It is important to recognize that the Canadian Copyright Act contains provisions for intellectual property. The [Academic Integrity Policy](#) provides additional information on Keyano College's expectations from students as members of the intellectual community.

**ITS Helpdesk**

If you are having issues with your student account, you can contact the ITS Helpdesk by emailing [its.helpdesk@keyano.ca](mailto:its.helpdesk@keyano.ca) or calling 780-791-4965.

## Authorization

This course outline has been reviewed and approved by the Program Chair.

---

Jane Jacques, Instructor

---

Jean-Pierre De Villiers, Chair

Date Authorized

---

Dean

Date Authorized

## Signed copies to be delivered to:

Instructor

Registrar's Office