COM 114 WRITTEN EXAM AND SPEECH REQUIREMENTS

Part 1: Written Exam
The written exam consists of 50 multiple choice questions based on the COM 114 text, Effective Presentations (edition 4, 2015-2016), by Melanie Morgan and Jane Natt. Copies of the text are available in campus bookstores, from online sources, and from previous COM 114 students. Students must score 70% (35 out of 50 correct) or more to pass.

One hour is allotted for the exam. If the exam is taken during the academic school year, students will be informed of the results of the written exam via a sealed envelope with their name that can be picked up after 12:00pm (noon) two business days after the exam in BRNG 2114 (the main office of the Lamb School of Communication). Those who pass the written exam will be assigned a speech date and time. Students who take the written exam during the summer STAR program will have their results at the end of the exam session they attend and be assigned the date and time of the oral portion of the exam which will be administered the first week of fall classes.

At the beginning of each chapter in the text is a list of “Chapter Objectives”. Every question on the exam is based on one of those objectives and the material of the text. To be successful on the exam, a student will need to be able to recognize, define and apply the text material in many different situations.

Part 2: Persuasive Speech
The persuasive speech is discussed in some length in the text in Chapters 9 through 12. Evaluators will expect students to be acquainted with the format of this type of speech. A persuasive speech urges some specific course of action. As a persuasive speech, the presentation should (1) show that a problem exists and that it is significant to the audience, (2) show how the consequences of the problem are significant to the audience, (3) provide a plan to alleviate or eliminate the problem/difficulty and its consequences, and (4) issue a clear call for action from the audience. The speech should utilize a problem-solution plan of organization. Students may use the Problem/Solution or Monroe’s Motivated Sequence organizational patterns, which are discussed in the text. The topic is the choice of the student. The audience will be comprised of other students completing the oral portion of Test Out. A video may be made of each speaker.

The basic requirements for the speech are as follows:

- The speech must be a problem/solution persuasive speech.
- The speech must be 5-7 minutes in length.
- The speech is to be delivered extemporaneously, that is, neither read from a manuscript or detailed note cards nor memorized. Five 3 x 5 note cards written on one side may be used during the speech. They will be collected after the speech.
- A visual aid consisting of at least two PowerPoint slides is required. The visual aid must follow the Assertion Evidence model outlined in the text. A computer with projection capabilities is provided.
- One copy of the complete, full sentence, presentational outline must be provided at the time of the speech. In addition, the outline must be submitted to the Assignment link and the option to submit it to the Global Reference Database must be selected by the assigned time. Directions will be sent to those students passing the written exam.
At least five recent sources must be used to develop the speech, and these must be included in a reference page that is submitted with the speech outline. The outline must be in APA format.

At least five sources must be cited orally in the speech and in-text in the outline.

The speech must be original work constructed specifically FOR test out. If academic dishonesty is detected in the outline, the student will automatically fail the oral presentation, will not be permitted to complete the oral presentation, and may be reported to The Office of the Dean of Students. For additional reference about types of plagiarism, refer to Chapter 1 of the text.

Students completing the oral presentation must remain at the session for its duration to serve as audience members for students also completing the oral portion of test out. The session is approximately 60-90 minutes long.

An experienced COM 114 instructor will evaluate the speeches and decide if the student passes or not. Decisions cannot be appealed. Speeches will be judged on delivery, organization, content and mechanics. The sample evaluation form (subject to change) below provides a more detailed example of how speeches will be evaluated.

Questions may be emailed to testout@purdue.edu

COM 114 TEST OUT PERSUASIVE SPEECH EVALUATION FORM

INTRODUCTION:
___Captured attention
___Stated thesis
___Related topic to audience
___Established speaker credibility
___Previewed main points
___Provided transition to body

BODY:
___Organized main points clearly and logically
___Included transitions between main points
___Used accurate, relevant and timely supporting materials in sufficient quantity
___Cited sources accurately in speech (at least 5)
___Was the speech persuasive that there is a problem?
___Did the speech offer a solution?
___Was specific action urged?
___Used well-reasoned arguments
___Avoided logical fallacies
___Used persuasive language
___Used relevant, professional visual aids that enhanced audience understanding
___Explained visual aids clearly
___Used an oral language style appropriate to topic and audience
___Used a variety of supporting material (statistics, examples, narratives)

CONCLUSION:
___Provided transition to conclusion
___Restated thesis
___Summarized main points
___Ended with a memorable final thought (clincher)

DELIVERY:
___Used adequate and inclusive eye contact
___Used effective vocal delivery (appropriate rate and volume, clear articulation, varied inflection, and no vocal fillers)
___Used effective physical delivery (posture, gestures, movement)
___Delivery was extemporaneous
___Presentation appeared well rehearsed and practiced

TOPIC/MECHANICS:
___Presentation demonstrated effective audience analysis
___No more than 5 note cards were used