

CMST 2060 PUBLIC SPEAKING  
Fall 2014 – Section 36  
T/TR, 3:00-4:20, 237 Coates Hall

**Professor:** William Saas  
**Office:** 216 Coates Hall  
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**Office Hours:** Thursday, 1:00-2:30, or by appointment

**Required Texts:** Lucas, Stephen (11<sup>th</sup> Edition) *The Art of Public Speaking*. McGraw Hill.

**Course Description/ Goals:**

CMST 2060 is a *General Education Humanities Course* designed to familiarize students with the study of public speaking. The act of public speaking is the culmination (and often the beginning) of a long process of critical dialogue between oneself, language, and the imagined responses of the audience. In other words, it takes being confident in who you are, what you want to say, how you are going to say it, who you want to say it to, and why you should say anything at all. Throughout the semester, students will be introduced to the fundamental concepts of public speaking.

*As a General Education Humanities Course, CMST 2060 will enable students to demonstrate an understanding of historical, cultural, and philosophical complexity that supports sophisticated discourse.*

As a result of this course, students should:

1. Understand the principles of rhetoric and effectively utilize them in crafting well researched, reasoned, and appealing speeches.
2. Choose topics for public speaking that are timely, relevant, and adaptable given varying situations in which the message may be delivered, and for different audiences.
3. Effectively and critically evaluate message/speech content and delivery, both when examining one's own work as well as that of others.
4. Understand and utilize the verbal and nonverbal elements essential for exemplary speech delivery.
5. Analyze and discuss speeches of historical, political and social significance.

**COURSE POLICIES**

Attendance & Participation: Your attendance at each class meeting is expected. You are expected to attend all classes just as you would be expected to go to work every day if this was any other job. Your class participation grade will be determined based on in-class discussion participation, assignments/exercises, and analysis of in-class presentations throughout the semester.

Plagiarism: You are to assume that all assignments in this course are individual assignments unless explicit instructions are provided for a group project. Any student found to have turned in material not their own (either downloaded from the internet or written by another student) in part or in whole will immediately be reported to the Dean of Students. The Internet has made plagiarism very easy and very tempting. Hundreds of sites offer papers, research, writing, and editing. The ease with which such material is available over the Internet does not lessen the seriousness of claiming material from the Internet as your own. See the LSU policies on plagiarism here: <http://www.lib.lsu.edu/instruction/plagiarism2.html> . Your paper would be considered as plagiarized in part or entirely if you do any of the following:

- Submit a paper that was written by someone other than you.
- Submit a paper in which you use the ideas, metaphors or reasoning style of another, but do not cite that source and/or place that source in your list of references. Simply rewording a sentence does not make work your own.
- Submit a paper in which you “cut and paste” or use the exact words of a source and you do not put the words within quotation marks, use footnotes or in-text citations, and place the source in your list of references.

Extra Credit: No extra credit assignment will be allowed.

Disabilities: The Americans with Disabilities Act and the Rehabilitation Act of 1973 states: “If you have a disability that may have some impact on your work in this class and for which you may require accommodations, please see a coordinator in the Office of Disability Affairs (112 Johnston Hall) so that such accommodations can be arranged.” After you receive the accommodation letters, please meet with me to discuss the provisions of those accommodations.

Grades: Final grades will be determined based on scores earned in the following assignments. All work must be done during the semester and not made up after the fact.

Course Assignments:

|                            |     |
|----------------------------|-----|
| Academic e-mail .....      | 2%  |
| Research Requirement ..... | 3%  |
| Participation .....        | 10% |
| Introductory Speech .....  | 5%  |
| Oral Interpretation .....  | 10% |
| Informative Speech .....   | 25% |
| Persuasive Speech .....    | 25% |
| Commemorative Speech ..... | 20% |

Missed Presentations and Late-Work:

If a student is absent the day she/he is scheduled to speak and has not made prior arrangements with the instructor, a ZERO grade will be recorded for the presentation portion of the assignment. If time permits on the last day of presentations for the assignment, the speech may be made up with the grade averaged in with the zero score.

If you are unable to make a scheduled speech time, you may still receive full credit for speech outlines if they are submitted by the start of class on the scheduled speaking day. If a speaker knows she/he cannot attend class the day of an assigned speech presentation, she/he can find a replacement without penalty.

Late Work:

Major class assignments are to be turned in by the time class starts on the day that they are due. Assignments will not receive credit if turned in after the end of class on the day that they are due. Any work turned in during class time will be considered late and will automatically be reduced by one letter grade. *In other words if you arrive late to class, the assignment is late and will automatically be penalized one half letter grade.*

In the same sense, if you arrive late to class on the day of your speech, your assignment will be reduced by one letter grade, even if you are “on time” for your own presentation. Showing respect for your classmates by arriving on time to class on the day of presentations is of great importance. Major class assignments will be accepted prior to the established deadline.

If you miss a speech presentation, you will be allowed to make up the presentation for partial credit on the final day of class during the semester if time permits (see above).

Just as with any other job, you would certainly make every effort to contact your co-workers or boss if extenuating circumstances prevented you from meeting an important deadline. The same should be true for this class.

*Prior arrangements must be made with the instructor if extenuating circumstances prevent you from meeting an important deadline.* If prior arrangements have been made, a penalty of 5% will be assessed to any late work. If you miss work due to a university approved absence, you will be responsible for providing documentation to confirm the excused dates and for coordinating make-up work, making every effort to make arrangements before the absence when possible.

#### Research Participation Requirement:

The material you will learn in this course is the product of research. The goal of the research learning requirement is to help you to gain knowledge about the process by which scholars attempt to understand human behavior. All students taking CMST 1061, 2010, 1150, and 2060 must complete a research learning requirement. For each course in which a student is enrolled, he or she must complete 2 research credits. You can fulfill your requirement by

1. Participating in research studies conducted in the Department of Communication Studies. All studies that last between 0 and 30 minutes will count as one credit. Any study that lasts between 31 and 60 minutes will count as two credits. Each study will specify the number of credits a student can earn for completion. There will be several survey and experimental studies conducted throughout the semester. These studies are held on campus at various times and in various locations or are administered through online survey software. All available studies are approved by the Institutional Review Board at LSU.
2. Participating in an organized departmental function such as debate or public speaking competition. Only departmental sanctioned events will count toward a student's research learning requirement; thus, no credit will be given for a student attending an outside speaker or performance.
3. Serving as a research assistant for a faculty member in the Department of Communication Studies. The number of units and requirements for those units will be set by the researcher and either accepted or rejected by the student.

The research learning requirement is worth 3% of your total grade; you will receive your 3% if you accumulate 2 research credits during the given semester. Please note that all research learning credits must be completed and allocated by Tuesday December 3 at 11:59 PM (the Tuesday prior to the start of the concentrated study period).

ALL available options to earn credit are posted on an electronic bulletin board located at <http://lsuhumanresearch.sona-systems.com/>. When you go to this website, you will first have to request an account. Once you have secured an account, you will be able to log in and see the options available to you for your various CMST courses.

Please note that various ways to fulfill your research learning requirement will appear on this bulletin board throughout the semester. You are encouraged to check the system on a regular basis for current credit options that fit your interests as well as your schedule.

It is very important that when you sign-up for a credit option that you attend that option or cancel your sign up. Failure to show up twice during one semester will result in your access to the system being restricted and you being unable to complete your research learning requirement. Valid excuses for failing to cancel a sign up and missing a credit option are the same as those found in LSU Policy Statement 31.

Detailed instructions on how to request an account and to navigate the system once logged in can be found on the homepage of the Department of Communication Studies. Go to <http://www.lsu.edu/cmst>. Then click on RESOURCES and RESEARCH PARTICIPATION SYSTEM. Scroll down to find the document titled “RPS – Instructions for Students.”

You are encouraged to create an account during the first week of classes so that any problems that arise can be remedied before it is too late. If you have questions about this requirement or the online system that keeps track of credits, please email [researchadmin@lsu.edu](mailto:researchadmin@lsu.edu)

#### Do you have a major?

Business leaders and other professionals recognize the importance of developing communication skills and analysis. Alan Greenspan, for example, stated, “To succeed, you will soon learn, as I did, the importance of a solid foundation in the basics of education – literacy, both verbal and numerical, and communication skills.” We hope this course contributes to your success.

To learn more about communication, you may want to major or minor in the Department of Communication Studies. The program explores how people sustain and change, experience, and make sense of the world through symbolic action. Students develop conceptual skills to analyze written, oral, and visual messages. Students gain practical experience in such areas such as public speaking, group decision-making, performance, and film. Such skills are elemental to careers in business, government, law, social services, and the arts.

*A major in Communication Studies requires 36 hours including 12 hours of core classes and 12 hours at the 3000 or 4000 level. A minor requires 15 hours with one core class and 6 hours at the 3000 level or above.*

More information is available at [www.lsu.edu/cmst](http://www.lsu.edu/cmst) or by contacting our undergraduate advisor Mr. Kent Filbel ([kfilli@lsu.edu](mailto:kfilli@lsu.edu)), whose hours are posted at his office, 135 Coates Hall.

## COURSE SCHEDULE

### **8/26: Introductions.**

*Academic email assigned.*

*Participation assignment sign-up.*

*Introductory speech assigned.*

### **8/28: Speaking Publicly About Public Speaking.**

Read Chapter 1: Speaking in Public, and Chapter 4: Giving Your First Speech

*Oral interpretation activity speech assigned.*

*Form oral interpretation groups.*

**Academic email due!**

### **9/2: Introductory Speeches.**

### **9/4: Introductory Speeches / Go Forth & Inform!**

Read Chapter 15: Speaking to Inform; Chapter 5: Choosing Topics and Purposes

*Informative speech assigned.*

*Informative speech date sign-ups.*

### **9/9: Are You Talking to Me??**

Read Chapter 6: Analyzing the Audience

### **9/11: Speaking Ethically.**

Read Chapter 2: Ethics and Public Speaking

**Oral interpretations, groups 1-3**

### **9/16: Showing While Telling.**

Chapter 14: Using Visual Aids

**Oral interpretations, groups 4-6**

**Informative Speech Topic memo due!**

### **9/18: Speech Sandwich: The Perfect Recipe.**

Read Chapter 9: Organizing the Body of the Speech; Chapter 10: Introductions and Conclusions

**Oral interpretation self-evaluations due on Moodle!**

### **9/23: Stand & Deliver.**

Read Chapter 11: Outlining the Speech; Chapter 13: Delivering the Speech

### **9/25: Working Out/With the Kinks: Informative Speech Outline Workshop.**

*Bring rough draft of outline to class.*

### **9/30: Informative Speeches.**

*All students turn in final outline on Moodle.*

### **10/2: Informative Speeches.**

### **10/7: Informative Speeches.**

### **10/9: Informative Speeches.**

**10/14: How To Win Friends and Influence People.**

Read Chapter 16: Introduction to Persuasive Speaking

*Persuasive Speech assigned.*

*Persuasive Speech dates sign-up.*

**10/16: Getting Your Hands Dirty.**

Read Chapter 7: Gathering Materials; Chapter 8: Using Supporting Materials

**10/21: Reasoning's the Thing.**

Read Chapter 17: Methods of Persuasion

**Persuasive Speech Topic Memo Due!**

**10/23: Everyone's a Critic (and Most People are DJs).**

View "The Horrors of Puppy Mills" and "Bursting the Antibacterial Bubble"

**10/28: Persuasive Outline Workshop.**

*Bring the rough draft of your persuasive speech outline to class.*

**10/30: Persuasive Speeches.**

*All students turn in final outline on Moodle.*

**11/4: Persuasive Speeches.****11/6: Persuasive Speeches.****11/11: Persuasive Speeches.****11/13: Honor Bound: Commemorative Speaking.**

Read: Chapter 18, "Commemorative Speaking"

*Commemorative Speech assigned.*

*Commemorative Speech dates sign-ups.*

**11/18: Commemorative Speaking: Three Cheers for Day Two.**

Read Chapter 12, "Using Language Effectively"

**11/20: NO CLASS.****11/25: NO CLASS.****11/26: NO CLASS.****12/2: Commemorative Speeches.****12/4: Commemorative Speeches.****12/9: Commemorative Speeches.**