

**Syllabus for CMST 2060–Public Speaking
Fall 2014**

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Office Hours: MWF 8:30-9:30am and 12:00-1:00pm; or by appointment

Required Texts:

Lucas, Stephen E. *The Art of Public Speaking*. 11th ed. McGraw-Hill, 2012.

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 rhetorical 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.

Considering a Major or Minor in Communication Studies?

Business leaders and other professionals recognize the importance of developing communication skills. Such skills are beneficial to careers in business, government, law, social services, and the arts. Communication courses help students gain practical experience in such areas as public speaking, group decision-making, interpersonal relationships, performance, film, and media 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. Or, you may consult our undergraduate advisor, Kent Filbel (135 Coates Hall).

The Americans with Disabilities Act and Rehabilitation Act of 1973:

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 may be arranged. After you receive your accommodation letter, please meet with me at some time during the first two weeks of class to discuss the provisions of those accommodations.

Plagiarism:

Any student found to have turned in material not their own (either downloaded from the internet or written by another student) 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 does not lessen the seriousness of claiming material from the internet as your own. See the 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:

1. Submit a paper or speech that was written by someone other than you.
2. Submit a paper or speech 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 the work your own.
3. Submit a paper or speech 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, quote that source within your speech, and place the source in your list of references.

Course Content:

This course consists of 4 in-class speeches, 14 in-class participation activities, multiple written peer critiques, an analysis paper, a midterm exam, a final exam, and a research participation requirement.

In-Class Speeches:**Speech I: Self-Introduction Speech**

A 30-second speech in which you will highlight some aspect of yourself by choosing to elaborate on one of three given prompts. The speech should be concise and polished. The time limit will be strictly enforced.

Speech I: Informative Enrichment Speech

A 4-6 minute speech in which you present information in a pleasing and interesting way that speaks directly to the needs of the audience. The subject matter can center on an object, process, event, or concept.

Speech II: Persuasive Speech

A 5-7 minute speech designed to make the audience act, think, or feel in a very specific way. Topics are centered on questions of fact, value, or policy. You will be asked to argue your particular side of the issue as convincingly as possible.

Speech III: Special Occasion: Tribute or Goodwill Speech

A 3-4 minute speech praising or honoring a particular person or institution. The goal is to identify key values inherent in the topic and to help the audience celebrate these values.

Assigned Speaking Days:

You will be assigned to a specific group (A, B, C, D) for Speech I and Speech II. You are required to speak on that assigned day. If you know ahead of time that you will not be able to speak on that day (for reasons such as university travel), please inform me **PRIOR** to that time so that I can make arrangements for you to speak on an alternate day. I will change your speaking day **ONLY** for a recognized university excused absence (not simply because you have other assignments due in other classes on that day). You may, however, find a classmate who is willing to swap speaking days with you for that round. It is your responsibility to notify me of this switch **PRIOR** to the assigned speaking day.

Make-up Speeches:

Missed speeches may be made-up **ONLY** for a university excused absence accompanied by valid written documentation (See PS-22). All other missed speeches will receive a '0' for that assignment. All valid make-up speeches will be delivered on the last day of class (see syllabus).

Critique Forms:

You must turn in the appropriate critique form before delivering your speech. This is the form I will use to grade your presentation. Critique forms for each speech can be found on Moodle. **If you do not turn in the critique form, you will be penalized 10 points on that speech.**

Outlines:

An outline will be required for all in-class speeches except the self-introduction speech. Outlines must be **TYPED** and presented to me along with the appropriate critique form from Moodle at the time of your speech. **Outlines given to me at any time after the class period in which you deliver your speech will be penalized 10 points for being turned in late.** If you need to speak from your outline, you need to have 2 copies of the outline – one for me and one for you. Otherwise, a 5 point penalty applies for the outline being submitted late.

Prohibited Speaking Materials:

University regulations prohibit the use of firearms, illegal drugs, alcohol, and live animals in your presentations. Do not bring to class any object that might be perceived by your classmates or instructor as dangerous or threatening. Other topics and visual aids may be prohibited by your instructor for various reasons (usually because the topic could be considered unethical or it is an overworked, overused topic). It is your responsibility to discuss the appropriateness of any topic or visual aid with me prior to preparing and delivering your presentation.

Technical Difficulties:

Always come prepared with a backup plan (Plan B). You **must be prepared** to work around any technical difficulties that arise. You will not be permitted to deliver your speech on another day because there are problems with your visual aids.

Listener Ethics:

Be a considerate audience member. Do not walk in on a classmate who is speaking. If you are late getting to class on a speech day, please remain outside the door until you hear the applause that signals you the speech is over. Also, make sure to turn off cell phones before speeches begin. Finally, refrain from reading the Daily Reveille, doing homework for other classes, texting your friends, checking facebook, shopping on ebay, etc. while your classmates are speaking.

In-Class Participation:

At various times throughout the semester, fun and exciting in-class participation activities will be assigned. These activities will be completed in small groups during class time. These participation activities are designed to help you more fully understand and practice some of the concepts we are discussing in class. This is a time of learning, so it is okay to make mistakes. Each in-class participation activity is worth 10 points. You do not have to have all of the answers correct to receive your participation points, however, you do have to be present and participating in order to receive your points. In-class participation means just that – in class.

These activities may not be made up outside of class if you are not present on the day the activity is assigned.

If you miss an in-class activity for a university excused absence (see PS-22) and provide valid written documentation, you may complete an alternative assignment for those participation points. This alternative assignment must be requested and completed within one week of the missed activity. **NO EXCEPTIONS.** It is your responsibility to request this assignment. It will not be automatically assigned to you. The alternative assignment will **NOT** be an option if more than one week has passed since this missed in-class activity.

Please note if you arrive considerably late for an activity (after the group has been working for an extended period of time) or leave before your group has presented, you will receive only **partial credit** for that activity.

Written Peer Critiques:

You will be assigned a total of 10 written peer critiques this semester. Each critique is worth a total of 8 points:

1. 4 peer critiques for the informative round
2. 4 peer critiques for the persuasive round
3. 2 peer critiques for the special occasion round

These critiques must be completed fully and accurately in order to receive the full points. These critiques can be found on Moodle. Each critique will ask you to evaluate a different aspect of the speaker or speech. Please be sure to print out these critiques and bring them to class with you on the days you plan to use them. You cannot complete a critique on the day you are delivering your own speech

Rules for Peer Critiques:

1. Peer critiques must be completed on a day that **you, yourself**, are **NOT** speaking.
2. I will accept up to **TWO** peer critiques from you **per day**. If you submit more than 2, the additional critiques will not be graded
3. You must use a different speech (speaker) for each critique. In other words, do not complete more than one critique for each speech. (e.g., You cannot evaluate both delivery and organization in the same speech.)
4. The critiques must be turned in **before** leaving class on the day they are completed. **Late peer critiques will not be accepted.**
5. At the end of the speaking round, you should have completed the 4 critiques using 4 different speeches on at least 2 different days. (Or in the case of the special occasion round, 2 critiques on 2 different speeches on a speaking day other than your own.)

Analysis Paper:

For this paper, you will select a written speech from the website americanrhetoric.com. The speech may be of any length and be on any topic. No two students should have the same speech. Therefore, you will be asked to submit a list of your top 3 choices (ranked 1st, 2nd, and 3rd) by the

deadline specified in the **Calendar of Assignments**. I will try to assign your 1st choice. But if 2 or more students turn in the same selection, you may be assigned your 2nd or 3rd choice. Please make your selections carefully. Choose a speech you like because you will be working with it in-depth. **If you do not submit your selections by this deadline, I will assign a speech for you to use.** You will submit a 3-5 page, typed, double-spaced paper in which you analyze your chosen speech according to specific criteria and concepts. Once you have been assigned your written speech, you must use that speech for your paper. **Failure to do so will result in a 25 point penalty.** Further details for the paper will be posted on Moodle.

NOTE: This written speech will be used ONLY for your analysis paper. It will not be used as one of your speeches delivered for the class.

Exams:

There will be a midterm and a final exam for this class. Exams will cover the readings from the textbook, in-class lecture notes, and any additional notes posted to Moodle. The midterm will cover information from the first half of the semester, including introductory and informative speaking, and assigned readings from the text. The final will cover information from the last half of the semester, including information on persuasive and special occasion speaking, and assigned readings from the text.

****If you miss the midterm or final exam, you must provide valid written documentation of a university excused absence in order to make up the missed exam. (See PS-22) Otherwise, a grade of '0' will be assigned for that exam.**

Research Participation Requirement:

You must complete a total of 2 hours of outside research participation for this class. Details of this requirement appear below.

*****Research Participation Requirements must be completed by Tuesday, Dec 2.**

Research Participation Requirement:

The material you will learn in this course is the product of research. The goal of the research participation requirement for the Department of Communication Studies is to help you 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 participation requirement. For each course in which you are enrolled, you 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. Study descriptions 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 online. All available studies are approved by the Institutional Review Board at LSU.
2. Participating in an organized departmental function such as debate. Only departmental sanctioned events will count toward a student's research participation requirement.

3. Serving as a research assistant for a faculty member in the Department of Communication Studies. The number of credits and requirements for those credits differ by faculty.

The research participation requirement is worth 3% (30 points) of your total grade. You will receive your 3% (30 points) if you accumulate 2 research credits during the given semester. Please note that all research participation credits must be completed and allocated by Tuesday of dead week.

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. Students must request a new account every semester regardless of whether you have requested an account in a previous semester. Once you have secured an account for this semester, you will be able to log in and see the options available to you for your various CMST courses. The Psychology Department also uses this site for its research requirement. You cannot complete Psychology research for your CMST research participation requirement.

Please note that various ways to fulfill your research participation requirement will appear on this site 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.

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://app1003.lsu.edu/artsci/cmstweb.nsf/index>. Then click on RESEARCH and STUDIES. 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 early. If you have questions about this requirement or the online system that keeps track of credits, please email researchadmin@lsu.edu.

Attendance:

A large number of "unexcused" absences can have an impact your final grade in the course. If you are not in class, you will miss important information about completing assignments and you will miss much needed participation points. I also take notice of students who come to class on a regular basis and those who do not. Your attendance (or lack thereof) can have an impact on your final grade if you are on the border (1-2 points) of a higher letter grade at the end of the semester. PS-44 states: "While it is appropriate (and indeed inevitable) that the instructor should exercise subjective judgment in determining grades, particularly in "borderline" cases, the judgment should be based solely on academic considerations. Because class absences are likely to affect a student's mastery of course content, they may be considered among these "academic considerations" in determining the final course grade. Therefore, instructors, at their discretion, may also include "unexcused" absences as component of the course grade, as long as attendance policies are spelled out clearly in the course syllabus at the beginning of the semester."

E-Mail:

If you e-mail me with a question about an assignment or any other question concerning the class, please allow at least 24 hours for a reply. If you e-mail me the night before an assignment is due, there is no guarantee I will read and respond to your e-mail before class time. Also, there is no guarantee I will check my e-mail on the weekend, so if you have a speech or other assignment due on Monday, please do not wait until Saturday or Sunday to e-mail me with questions.

Moodle:

Please check Moodle on a daily basis for announcements and assignments. Remember, you syllabus, critique forms, paper assignment, additional lecture notes, and other information will be posted here. It is your responsibility to access this information.

Also, please keep a check on your posted grades throughout the semester and let me know **immediately** if there has been an error in grading. You **MUST** notify me of a grading error within 2 weeks of the grade being posted to Moodle. Otherwise, the grade in question will remain as it appears. (This includes grades on speeches, exams, in-class activities, peer critiques, etc.)

Grading

Please be aware that you are graded according to three components in this class:

1. How well you understand the terms and concepts that comprise public speaking. This knowledge is tested in your midterm and final exams.
2. How well you can actually apply or use the concepts of public speaking. This application is tested in your in-class speeches. Think of your in-class speeches as oral exams. Please be aware that they are graded much more stringently than the speeches you deliver for the in-class activities. The in-class impromptu speeches are meant to serve as practice speeches and learning exercises.
3. How well you recognize the terms and concepts of public speaking in the speeches of others. This recognition aspect is tested in the completion of your peer critiques, but more thoroughly in the writing of your analysis paper.

Course Assignments and Point Values**In-Class Speeches (410 points)**

Self-Introduction Speech = 50 points

Informative Speech = 130 points

Persuasive Speech = 130 points

Special Occasion Speech = 100 points

In-Class Participation Activities (140 points)

14 In-Class Activities at 10 points each

Written Peer Critiques (80 points)

1. 4 peer critiques for the informative round
2. 4 peer critiques for the persuasive round
3. 2 peer critiques for the special occasion round

Analysis Paper (100 points)

Midterm Exam (120 points)**Final Exam (120 points)****Research Participation Requirement (30 points)**

2 Research Credits at 15 points each

Total Points for Class = 1000 points**Course Grading Scale:**

1000-900	=	A
899-800	=	B
799-700	=	C
699-600	=	D
599-Below	=	F

Final Grade

Your final grade is based **solely** on the completion of the course requirements. **Extra credit work (including additional speeches, papers, activities, etc.) to raise a grade will not be given under any circumstance.** A final course grade will be changed **only** in the case of a calculation error. **No late assignments will be accepted after the last day of class. No exceptions.**

Assigned Readings

Please take note of the assigned readings from your text listed on the Calendar of Assignments. It will be helpful to have completed those readings before the scheduled class period. I may not lecture on all of the information contained in the assigned readings, however, it is your responsibility to be familiar with that information. If you have any questions on information contained in the assigned readings that I do not address in class, please feel free to ask me those questions during class time. Questions on these assigned readings will be included in the midterm and final exams.

In addition to the assigned textbook readings, I will be posting extra information for you on Moodle. Please be sure to read that information as well. The Moodle notes will give you information that is not included in the text or may elaborate on the information included in the assigned chapters. Every once in a great while, the information that I give you may contradict the information in the text. **In those few instances I expect you to follow my instructions** – They are simply differences of opinions or theories from those of the author. I will let you know when those 2-3 instances occur.

Calendar of Assignments

M	8-25	Syllabus
W	8-27	5 Canons and Basic Principles of Public Speaking [<i>Read: Ch. 5, p. 77-82</i>]
F	8-29	Basic Principles and Genres of Speeches [<i>Read: Ch. 1, p. 18-22 & Ch. 2</i>]
M	9-1	No Class: Labor Day
W	9-3	Listening and Speaking Apprehension [<i>Read: Ch. 3 & Ch. 1, p. 9-15</i>]
F	9-5	Introductory Speaking
M	9-8	Delivery [<i>Read: Ch. 1, p. 6-8; Ch. 12, p. 232-236; Ch. 13</i>]
W	9-10	Speech I
F	9-12	Audience and Occasion [<i>Read: Ch. 6</i>]
M	9-15	Informative Speaking [<i>Read: Ch. 15</i>]
W	9-17	Continued
F	9-19	Organization and Outlining [<i>Read: Ch. 5, p. 82-88 & p. 92; Ch. 9 & Ch. 10</i>]
M	9-22	Continued [<i>Read Ch. 11</i>]
W	9-24	Continued [<i>Read Ch. 7 & 8</i>]
F	9-26	Visual Aids [<i>Read Ch. 14</i>]
M	9-29	Speech II (List A)
W	10-1	Speech II (List B)
F	10-3	No Class: Fall Holiday
M	10-6	Speech II (List C)
W	10-8	Speech II (List D)
F	10-10	Evaluation Activity
M	10-13	Midterm Exam
W	10-15	Persuasive Speaking [<i>Read: Ch. 16 & Ch. 17</i>]
F	10-17	Continued
M	10-20	Continued
W	10-22	Continued
F	10-24	Continued
M	10-27	Continued
W	10-29	Continued
F	10-31	Continued
M	11-3	Speech III (List C)
W	11-5	Speech III (List D)

- F 11-7 **Speech III (List B)**
- M 11-10 **Speech III (List A)**
- W 11-12 Discuss Analysis Paper
- F 11-14 **Analysis Paper Activity**
- M 11-17 Special Occasion Speaking
- W 11-19 Continued
- F 11-21 **Analysis Papers Due**
- M 11-24 **Speech IV (TBA)**
- W 11-26 **No Class: Thanksgiving**
- F 11-28 **No Class: Thanksgiving**
- M 12-1 **Speech III (TBA)**
- W 12-3 **Speech III (TBA)**
- F 12-5 Any Make-up Speeches

Final Exam:

Sec. 1 (7:30-8:20 MWF) – Saturday, Dec 13: 7:30am-9:30am

Sec. 43 (2:30-3:20 MWF) – Tuesday, Dec 9: 10:00am-Noon