

## CMST 2060: PUBLIC SPEAKING

### Spring 2014: Section 10

Monday, Wednesday, and Friday: 9:30-10:20am in Coates 130

Instructor: Andrea J. Vickery

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Office: 317 Coates Hall

Office Hours: Monday and Friday from 11:30-12:30pm & by appointment

Office Phone: 578-0249

Notes: I prefer office visits/appointments and email. Please give me at least 24 hours to respond to your emails, especially those emails wishing to schedule appointments outside of my regular office hours. Emails sent after 10pm will not be seen until the next morning around 8am.

### Required Textbook

Crick, Nathan (2014). *Rhetorical Public Speaking*, 2<sup>nd</sup> Edition. Allyn & Bacon – Pearson Education Inc. (with Pearson's MySearchLab/Mediashare access)

### Other Required Materials:

Reliable computer (and internet) access. (Note: Computer labs are available in Middleton library)

### Course Description and 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.

### General Course Policies

**Attendance:** Attendance will be taken daily. You are expected to attend and be prepared for every class meeting. It is your responsibility to arrive in class on time, planning ahead in case of delays (alarms; parking; traffic; printer problems; weather problems). Notifications (texts, emails, tweets, other alerts) must be switched to silent – no ringing or vibrating alerts. If you or your technological devices are disruptive to the learning environment, you may be asked to leave the classroom and will forfeit any opportunities for attendance/activity points.

**Absences:** I follow LSU PS-22 regarding absences. “Class attendance is the responsibility of the student. The student is expected to attend all classes. A student who finds it necessary to miss class assumes responsibility for making up examinations, obtaining lecture notes, and otherwise compensating for what may have been missed. The course instructor will determine the validity of a student's reason(s) for absences and will assist those students who have valid reasons. Valid reasons for absences include:

1. Illness
2. Serious family emergency
3. Special curricular requirements such as judging trips or field trips
4. Court-imposed legal obligations such as subpoenas or jury duty
5. Military obligations
6. Serious weather conditions
7. Religious observances
8. Participation in varsity athletic competitions or university musical events

The student is responsible for providing reasonable advance notification and appropriate documentation of the reason for the absence.”

The instructor does not provide copies of lecture notes from any days a student has missed class (you may ask a fellow student for assistance). Students are responsible for initiating contact with the instructor and providing documentation for absences. The ability to make up missed work from your absence depends on the dates you have missed and the types of assignments you have missed. Please see the detailed assignment information for policies regarding make-up work.

**Plagiarism:** There is a zero tolerance policy for plagiarism in your work. If you are caught plagiarizing, you will be immediately reported to the Dean of Students. The LSU Student Code of Conduct Section 8.1.6 defines plagiarism as follows: “6. Plagiarism is defined as the lack of citation or the unacknowledged inclusion of someone else's words, structure, ideas, or data. When a Student submits work as his/her own that includes the words, structure, ideas, or data of others, the source of this information must be acknowledged through complete, accurate, and specific references, and, if verbatim statements are included, through quotation marks as well. Failure to identify any source (including interviews, surveys, etc.), published in any medium (including on the internet) or unpublished, from which words, structure, ideas, or data have been taken, constitutes plagiarism; Plagiarism also includes:

- 6a. Falsifying or fabricating any information or citation in any academic exercise, work, speech, thesis, dissertation, test, or examination.
- 6b. Submission of essentially the same written assignment for two courses without the prior permission of the instructors.”

Your work would be considered as plagiarized in part or entirely if you do any of the following:

- Submit work that was written by someone other than you.
- Submit work 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.
- Submit work 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.

**The American With Disabilities Act and the 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 Services (115 Johnston Hall) so that such accommodations may be arranged. After you receive your accommodation letter, please meet with me to discuss the provisions of those accommodations as soon as possible.

## Course Grading

I follow the standard grading scale in calculating grades: 90.00%-100.00% = A; 80.00%-89.99% = B; 70.00%-79.99% = C; 60.00%-69.99% = D; Percentages below 60.00% = F. You earn your grades by following instructions, clearly demonstrating understanding of concepts, and applying this understanding to produce thoughtful, well-prepared work. I do not round grades, and I do not offer extra credit opportunities.

You are responsible for keeping your returned graded work until the end of the semester and checking the accuracy of grades entered into Moodle's gradebook. All questions about grades, including final grades, must be discussed in person during my office hours or a scheduled appointment time. If at any time you are unclear on how a grade was calculated, or notice an error in grading, or simply have questions about your work, you should make an appointment or visit my office hours with the assignment so that we can discuss your questions. You should make plans to see me as soon as possible if you are concerned about a grade. You have until Friday, May 2<sup>nd</sup> to meet with me about your graded assignments. I will have office hours during finals week, but those office hours are reserved for questions about your final exams, not questions about other graded assignments, quizzes, speeches, etc. You can use the space below to track your grades in the course and calculate your grade. More assignment information is found on Moodle and on subsequent syllabus page(s).

### Speeches (45% of total grade)

Introductory Speech		(50 points)
Enrichment Speech		(150 points)
Advocacy Speech		(150 points)
Commemorative Speech		(50 points)
Impromptu Speeches (2 total)		(50 points/ 25 points each)

### Exams (20% of total grade)

Midterm Exam		(100 points)
Final (Cumulative) Exam		(100 points)

### Speech-Related Assignments (10% of total grade)

Outlines (6 total)		(60 points)
Colleague Critiques (4 total)		(10 points/2.5 points each)
Video Self-Critique (Mediashare)		(20 points)
Written Self-Critiques (2 total)		(10 points / 5 points each)

### Take Home Assignments (10% of total grade)

2 Take-home assignments		(100 points / 50 points each)
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### Attendance-Based Activities (5% of total grade)

10 in-class activities		(50 points / 5 points each)
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### Online Textbook Quizzes (5% of total grade)

5 Highest Quiz Grades		(50 points / 10 points each)
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### Research Learning Requirement (3% of total grade)

2 Research Credits		(30 points)
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### Outside Speaker Assignment (2% of total grade)

Written Essay		(20 points)
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*Total Points = 1,000*

## Assignment Descriptions & Make-Up Policies

### Speeches:

- **Introductory Speech:** You will use a personal narrative to introduce yourself to the class in a 1-2 minute speech in the second week of class. The details for this assignment and grading rubric used are posted on Moodle. This speech is worth 50 points, and your outline is worth 10 points.
- **Enrichment Speech:** You will give the audience entertaining instruction about an object, event, process or concept that is of interest to you and your audience in a 4-5 minute speech. The details for this assignment and grading rubric used are posted on Moodle. This speech is worth 150 points, your initial outline 10 points, final outline 10 points, and colleague critiques (5 points total). The topic of your speech must be approved by your instructor.
- **Advocacy Speech:** You will speak on behalf of some higher cause or ideal, showing your audience how certain ideas can achieve a greater place in the lives of audience members in a 4-5 minute speech. This speech is worth 150 points, your initial outline 10 points, final outline 10 points, and colleague critiques (5 points total). The topic of your speech must be approved by your instructor.
- **Commemorative Speech:** You will honor something or someone of value in this 1-2 minute memorized speech, reinforcing the bonds between the speaker and the audience. Consists of a word-for-word script in outline format (10 points) and the speech itself (50 points).
- **Impromptu Speeches:** These unannounced speeches will take place during class and are worth 25 points each. Details will be provided on the day of the impromptu speech.
- **Missed Speech Policy:** With the exception of the first speech, you will be responsible for signing up for a speech time slot on the speech days that fits your schedule. You should plan ahead in case of travel arrangements, weddings, vacations, etc., choosing a time that does not conflict with your other obligations. Any missed speech can be made up only with documentation for those valid excuses in PS-22. It is your responsibility to contact the instructor to coordinate when and where you will make up your speech. Your speech may only be made up after you supply the documentation and must be made up before the next round of speeches begin.

### Exams:

- **Midterm Exam:** Your midterm will cover the introduction & Chapters 1-3 in your textbook and all lecture materials up to the midterm. The exam structure is similar to your quizzes, consisting of true/false, multiple choice, matching definitions/terminology, and (of course) short answer and/or essay sections, worth 100 points total. Details will be announced in class.
- **Final Exam:** Your final exam will cover all course materials and is similar in structure to your midterm exam, worth 100 points total. Details will be announced in class.
- **Missed Exam Policy:** Missed exams can only be made up with documentation for valid excuses in PS-22. Missed exams must be made up within 72 hours of the exam and you are responsible for contacting your instructor to arrange an appointment time within this 72 hour timeframe.

### Speech-Related Assignments:

- **Outlines:** You will be responsible for completing written outlines for your speeches, as described above in the speech section. Details and due dates will be available on Moodle and will be discussed in class.
- **Colleague Critiques:** You will be responsible for completing critiques of your colleagues' speeches during the enrichment and advocacy speeches, as described above in the speech section. Details and due dates will be available on Moodle and will be discussed in class.
- **Video Self-Critique:** For either your enrichment or advocacy speech, you are responsible for having this speech recorded. You will upload the video on Mediashare and complete a self-critique of your speech. Details about this assignment will be provided on Moodle and Mediashare and this critique will be submitted electronically. This critique must be completed by 4/11.

- **Written Self-Critiques:** Details about these assignments will be supplied on Moodle. The first written critique is due 2/7 and the second written critique is due 4/21.
- **Late/Missed Assignment Policy:** These assignments must be completed and submitted on time in accordance with the announced deadlines. No late or missing speech-related assignments are accepted.

#### Take-Home Assignments:

- **Public Speaking and Careers Essay:** Details for this assignment are available on Moodle. Due 2/17.
- **MediaShare Assignment:** Details for this assignment are available on Moodle. Due 3/28.
- **Late/Missed Assignment Policy:** These assignments must be completed and submitted on time in accordance with the announced deadlines. No late or missing take-home assignments are accepted.
- **Make-up Assignment Opportunity:** If you so desire, you may make up one of your take-home assignments. You must use the same topic and material as your original assignment, as the goal is to improve upon your prior work. This new grade will replace your prior assignment grade, either improving or lowering your grade. Your updated work must be submitted by Friday 4/25. You may select only one assignment to make up; you cannot make up both assignments. (Note: this opportunity is reserved for those students who completed the assignment the first time. You cannot use this opportunity to make up a zero or incomplete grade).

#### Attendance-Based Activities:

- Unannounced attendance-based activities will occur to supplement the lecture materials and reinforce the concepts presented in your textbook. These activities are worth 5 points each, with a maximum of 10 attendance-based activities (50 points) contributing to your grade.
- **Missed Activity Policy:** Many of these activities rely on the unique situation of the classroom environment. These activities cannot be made up, even with documentation for excused absences. If there are more than ten activities incorporated into the course, your lowest grade(s) on attendance-based activities (including zeros) will be dropped from your grade.

#### Online Quizzes:

- Quizzes will be given on Chapters 1-7 in your textbook (worth 10 points each). These quizzes will be administered online, and will consist of true/false, multiple choice, and short answer/essay questions. These quiz questions will be similar to your exams. These quizzes will typically open on Sunday evening at 6pm and close on Monday evening at 6pm, giving you 24 hours to complete the quiz. Any adjustments to this 24-hour period will be noted on Moodle.
- **Late/Missed Quiz Policy:** Should you fail to complete the quiz during the 24 hour period, you will receive an automatic zero. Your two lowest quiz grades will be dropped at the end of the semester.

#### Outside Speaker Assignment:

- You will attend a public speech of your choice and will write a brief essay identifying the concepts discussed in this class in an outside speech of your choice. Details for this assignment will be posted to Moodle and this assignment must be completed by 4/25 at 12:30pm (early submissions welcome).
- **Late/Missed Assignment Policy:** This assignment must be completed and submitted on time in accordance with the announced deadlines. No late or missing take-home assignments are accepted.

#### Research Learning Requirement:

- You will complete two (2) research credits (worth 30 points total) by Tuesday, 4/29. You must create an account and sign up for studies, see p. 6 of your syllabus for detailed information. Please keep in mind this is managed outside of the classroom. You can earn partial credit by completing only (1) research credit, worth 15 points. You will not receive extra credit for completing more than (2) studies.

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 April 29 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).

### General Course Outline

This outline is subject to change. Please check the course Moodle page for up to date information.

<b>January 13 – 17 (Week 1): Introduction to Course &amp; Textbook</b>
<i>Class begins on W 1/15. Learn about class policies, discuss introductory speech guidelines.</i> <u>Major Assignments:</u> Purchase textbook and read the introduction; Sign up for Mediashare and RPS
<b>January 20 – 24 (Week 2): Chapter 2 &amp; Introductory Speeches</b>
<i>No Class on M 1/20. Time for your first speech – introducing yourself to your classmates!</i> <u>Major Assignments:</u> Practice your introduction speech; Read and take the quiz for Chapter 2
<b>January 27 – 31 and February 3 – 7(Weeks 3 and 4): Chapter 1</b>
<i>Learn about the Canons of rhetoric, and how to craft outlines, thesis statements, and incorporate sources.</i> <u>Major Assignments:</u> Read and take the quiz for Chapter 1; start preparing for enrichment speeches
<b>February 10 – 14 and 17 – 21(Weeks 5 and 6): Enrichment Speeches</b>
<i>Time for your enrichment speeches! (Note: There will be no class on M 2/17 due to WSCA conference)</i> <u>Major assignments:</u> Practice your enrichment speech, complete your colleague critiques, complete the first take-home assignment, Public Speaking & Careers Essay (Due 2/17). On either this speech or your advocacy speech, you should complete your video self-critique (Due by 4/11).
<b>February 24 – 28 and March 3 – 7 (Weeks 7 and 8): Chapter 3</b>
<i>No Class M 3/3 and W 3/5 (Mardi Gras Break). Learn about the importance of occasion &amp; audience.</i> <u>Major Assignments:</u> Read and take the quiz for Chapter 3
<b>March 10 – 14 (Week 9): Midterm</b>
<b>March 17 – 21 (Week 10): Chapter 4</b>
<i>This week we will focus on importance of the speaker's ethos (or credibility) in speeches.</i> <u>Major Assignments:</u> Read and take the quiz for Chapter 4
<b>March 24 – 28 (Week 11): Chapter 5</b>
<i>This week we will focus on importance of logical arguments and fallacies.</i> <u>Major Assignments:</u> Read and take the quiz for Chapter 5, Deadline for MediaShare assignment (Due 3/28)
<b>March 31 – April 4 (Week 12): Chapter 6</b>
<i>This week we will focus on importance of the importance of emotional appeals in speeches.</i> <u>Major Assignments:</u> Read and take the quiz for Chapter 6
<b>April 7 – 11 (Week 13): Advocacy Speeches</b>
<i>Time for your advocacy speeches!</i> <u>Major assignments:</u> Practice your advocacy speech, complete your colleague critiques. This is your last opportunity to complete your video self-critique (Due 4/11).
<b>April 14 – 18 (Spring Break)</b>
<b>April 21 – 25 (Week 14): Chapter 7</b>
<i>This week will cover the final chapter of your text, learning about form and symbols.</i> <u>Major assignments:</u> Read and take the quiz for Chapter 7; Final written self-critique (Due 4/21). Final date to submit your outside speaker assignment (Due 4/25). Final deadline for submitting your make-up take home assignments (Due 4/25).
<b>April 28 – May 2 (Week 15): Commemorative Speeches</b>
<i>Commemorative Speech Time (M/W), with a final wrap-up day before finals.</i> <u>Major assignments:</u> Practice your commemorative speech. Deadline for completing RPS credits (4/29).
<b>May 5 – 9 (Week 16): Finals Week</b>
<b>(Our Final Exam Period is scheduled for Saturday May 10 10AM – Noon)</b>