

CMST 2060:27 Public Speaking  
Department of Communication Studies  
Louisiana State University

Contact Information

Evan Mitchell Schares (eschar4@lsu.edu)  
Office Location & Hours: Coates 326, MW 1:30-2:30

Course Catalog Description

This is a General Education course. Theory and skills needed by the effective communicator and critical consumer of speech; analysis of other speakers and practice in speaking.

Additional Course Description

Effective communication skills frequently ranks as the most important factor in nearly every aspect of life (employers looking for in new hires, people looking for a significant other, etc.) This course is an introductory survey course designed to assist you in increasing your knowledge and skills in employing verbal and nonverbal communication messages in a variety of settings (e.g., intrapersonal, interpersonal, group, and public contexts). By studying the process of communication and applying communication theory and principles to diverse real-life situations, you will have an opportunity to practice and analyze communication skills in various communication contexts.

Course Outcomes

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.

Required Text & Materials

Lucas, Stephen E. (2012) *The Art of Public Speaking* (12<sup>th</sup> ed). McGraw Hill. A single-color, 2 pocket folder in which your speech materials will be submitted.

Assignments & Grade Scale

Speeches	50	A+	97.00 – 100.00	C+	77.0 – 79.9
Reading Responses	20	A	93.0 – 96.9	C	73.0 – 76.9
Unit Exams	20	A-	90.0 – 92.9	C-	70.0 – 72.9
Discussion	7	B+	87.0 – 89.9	D+	67.0 – 69.9
Research Credit [Opt]	3	B	83.0 – 86.9	D	63.0 – 66.9
		B-	80.0 – 82.9	D-	60.0 – 62.9
Total	100			F	0 – 59.9

## Assignment Information

Speeches	Throughout the semester you will deliver four individual speeches (introductory, informative, persuasive, and commemorative) to the class. The speeches may be delivered from an outline, script, or notecards but your grade will be affected by your choice of style. A very formal speech might need a script; an informal speech would look silly delivered from a prepared text. A detailed outline is usually the best option. Speeches do not need to be memorized however the speech should demonstrate mastery of the content. Persuasive speeches will have a question and answer period immediately following. All speeches and presentations must be given on the day assigned. Late speeches, to be made up in Free Speech Ally on 10/18 and 11/27, are accepted at 75% credit. Other students may choose this day to redeliver their speech to earn up to half of the originally unearned points. See Moodle for a detailed description.
Reading Responses	10 times throughout the semester you will come to class with a typed reading response illustrating a theoretical tension or concept in the reading for that day [min. 200 words, max. 500 words] Please come prepared to present your short response to the class and end with 2 questions. Design the questions to propel class in an engaged discussion of the readings. Avoid polarizing (yes or no) questions. These should be grammatically, structurally, and topically sound. Each is worth 2 points and is graded pass/fail. You must have at least 3 responses per unit. Late responses are accepted at 75% credit. Available response days are labeled with [*] on the course schedule. See Moodle for a detailed description.
Unit Tests	There will be 2 unit tests throughout the semester. You will sit for a midterm and the final will be delivered orally. Both will cover content from the book and the class's reading responses. Tardy students will be allowed to sit for exams up until the first student has left the room.
Discussion	I recognize and respect a variety of learning styles and, therefore, do not have a particularly dogmatic approach to participation. That said, this is a discussion-based class. I evaluate your participation on the basis of several factors, which include, but are not limited to, speaking in class, making use of my office hours, working effectively in groups, demonstrating improvement over the course of the semester, etc.
Research Participation	Students enrolled in CMST 2060 have the option to complete a research learning requirement. For each course in which a student is enrolled, they must complete 2 research credits in order to receive points totaling 3% of the final grade. Note: The availability of studies fluctuates throughout the semester. It is best practice to log in frequently to track their availability. Waiting until the end of the semester risks no studies being available. See the CMST website for a detailed description.

## Class, University, & Federal Policies or, How to Be in the Course

- On Showing Up** Attendance on speech days, even when you are not speaking, is expected and required. Unless it is university-excused, proven through documentation, there is no need to email me about your absence or tardiness. Visits to the student health center are not university-excused absences. The documentation must prove you were too ill or sick to attend class. Please refer to the LSU policy handbook. Students who are constantly late, on their cell phones, or who are falling asleep are not engaged and, as a result, not able to earn discussion points. This is graded both quantitatively (based off my discussion records) and qualitatively (your progression throughout the semester, your use of office hours, etc.)
- On Technology** Generally, cell phones and other electronics are not to be used. Students who use these inappropriately will be considered absent. Computers are only allowed for in-class workshops. There is zero tolerance for disruptions during speeches. A disruption is any action that distracts the audience's attention or interferes with the delivery of a speech. The penalty for disrupting someone speech will result in a zero for you on that particular speech.
- On Plagiarism** 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.
- On The ADA** The Americans with Disabilities Act and the Rehabilitations 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.
- On Title IX** In accordance with Title IX and other applicable law, LSU is committed to providing a learning, working, and living environment that promotes integrity, civility, and mutual respect in an environment free of discrimination on the basis of sex and sexual misconduct which includes sex discrimination, sexual harassment, dating violence, domestic violence, sexual assault, stalking and retaliation.

A note on the syllabus. This syllabus is better because of the professors and colleagues who have shared their own syllabi, assignments, and policies with me. I especially thank Drs. Mack, McCann, McGeough, Collins, and Palczewski.

Unit I: What Do You Know & How Will You Tell It?		
Date	Topic	Assignment/Exam/Reading
M 8/21	Introduction to the Course	
W 8/23	On Speaking in Public*	Chapter 1
F 8/25	On Ethics & Social Identity*	Chapter 2 & Social Identity
M 8/28	On Preparing & Sharing Your Speech*	Chapter 4 & Storytelling
W 8/30		Introductory Speeches
F 9/1		Introductory Speeches
M 9/4 [Labor Day]		
W 9/6		Introductory Speeches
F 9/8	Introductory Recap*	

Unit II: Speaking to Inform, Preparation & Execution		
M 9/11	Speaking to Inform*	Chapter 15
W 9/13	Selecting a Topic & a Purpose*	Chapter 5
F 9/15	The Art of Language*	Chapter 12
M 9/18	Audience Analysis*	Chapter 6
W 9/20	Gathering Materials & Citing*	Chapter 7 & 8
F 9/22	Organizing & Outlining Your Speech*	Chapter 9 & 11
M 9/25	Beginnings & Endings	Chapter 10
W 9/27	Delivery & Visual Aids*	Chapter 13 & 14
F 9/29		Workshop
M 10/2		Informative Speeches
W 10/4		Informative Speeches
F 10/6		Informative Speeches
M 10/9		Informative Speeches
W 10/11	Informative Recap*	
F 10/13		Midterm Review
M 10/16		Midterm Exam
W 10/18		Informative Speech Makeup Day
F 10/20 [Fall Break]		

Unit III: Speaking to Persuade, Preparation & Execution		
M 10/23	Speaking to Persuade*	Chapter 16 & 17
W 10/25	Policy Claims *	Reading
F 10/27	Organizing & Outlining Your Speech*	Chapter 9 & 11
M 10/30	Anticipating Objections	
W 11/1		Workshop
F 11/3		Persuasive Speeches
M 11/6		Persuasive Speeches
W 11/8		Persuasive Speeches
F 11/10		Persuasive Speeches
M 11/13		Persuasive Speeches
W 11/15 [NCA]		
F 11/17 [NCA]		
M 11/20	Persuasive Recap*	
W 11/22 [Thanksgiving]		
F 11/24 [Thanksgiving]		
M 11/27		Persuasive Speech Makeup Day

Unit IV: Wrapping Up & Goodbyes		
W 11/29		Workshop
F 12/1		Commemorative Speeches
TH 12/7		Final Exam