

CMST 2060 PUBLIC SPEAKING  
Fall 2018 – Section 48  
T/TR, 12:00-1:20, 211 Tureaud Hall

**Professor:** William Saas  
**Office:** 216 Coates Hall  
**Email:** [wsaas@lsu.edu](mailto:wsaas@lsu.edu)  
**Office Hours:** Tuesday, 10:30 – 11:30a.m.

**Required Texts:** Valenzano, Joseph M., Stephen W. Braden, and Melissa A. Broeckelman-Post. *The Speaker's Primer: LSU Custom Edition*. Fountainhead Press, 2018.

**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: This is a highly interactive, activity-based course and attendance at each class meeting is expected. Your class community will come to rely on you, your input, and your skills, and you will be missed if you are not in attendance. This class is very much about practicing the skill of public speaking (and listening) live and in person. **If you anticipate missing a lot of class, this is not the right section of this course for you.**

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.

Disabilities: 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.

Extra Credit: No extra credit assignment will be allowed.

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. More information about each of the assignments will be released at the appropriate time during the semester.

Course Assignments:

Professional e-mail .....	2% or 20 points
Research Requirement .....	3% or 30 points
Introductory Speech .....	5% or 50 points
Oral Interpretation.....	5% or 50 points
Class Kickoff.....	10% or 100 points
Participation.....	10% or 100 points
Commemorative Speech.....	15% or 150 points
Informative Speech .....	25% or 250 points
Persuasive Speech.....	25% or 250 points

A+ ...	970-1000 points
A ...	930-969 points
A - ...	900-929 points
B + ...	870-899 points
B ...	830-869 points
B - ...	800-829 points
C + ...	770-799 points
C ...	730-769 points
C - ...	700-729 points
D + ...	670-699 points
D ...	630-669 points
D - ...	600-629 points
F ...	0-599 points

Missed Speeches:

The course moves quickly and we all rely on each other to show up on speaking days to make sure everyone’s speeches fit into the tight schedule. **If a student is absent the day she/he is scheduled to speak and has not made prior arrangements with the instructor, the speech will be deducted 5% per day late.** You will know your speaking day in advance, so the only possible way around this deduction is a formal university excused absence. If a speaker knows they cannot attend class the day of an assigned speech presentation, they can trade spots with another student without penalty. If you are too sick to make it to a speech day, please stay home and take care of yourself, but you must drag up and go get a doctor’s excuse if you want to do the speech on a different day without penalty. Showing respect for your classmates by arriving on time to class on the day of presentations is of great importance to me.

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 REQUIREMENTS

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 2% of your total grade;** you will receive your 2% if you accumulate 2 research credits during the given semester. Please note that all research learning credits must be completed and allocated by ***Tuesday of the LAST WEEK of class at 11:55 PM*** (the Tuesday of dead week). Your instructor will receive and upload your credit to Moodle once this deadline has passed.

**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. ***All students will need to request a new account as of Fall 2018, as old accounts have been deleted.***

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. ***ONLY opportunities with CMST at the beginning will count toward your CMST classes.***

**When you create your account, it will be important to designate the CMST course you want to the credits assigned to.** Make sure you choose the correct Course, Section and Instructor. Failure to do this will keep the instructor from receiving your credits. For each CMST course participating in the RPS system, you will need to earn 2 credits for each course. For example, if you are enrolled in CMST 2010 and CMST 2060, you will need to earn 4 total credits.

It is very important 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 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 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).

## **LSU COMMITMENT TO COMMUNITY**

The LSU Commitment to Community provides a guiding ethos to the University community. Students are encouraged to exemplify the Commitment to Community in their daily lives.

Louisiana State University is an interactive community in which Students, faculty, and staff together strive to pursue truth, advance learning, and uphold the highest standards of performance in an academic and social environment.

It is a community that fosters individual development and the creation of bonds that transcend the time spent within its gates.

To demonstrate my pride in LSU, as a member of its community, I will:

- accept responsibility for my actions;
- hold myself and others to the highest standards of academic, personal, and social integrity;
- practice justice, equality, and compassion in human relations;
- respect the dignity of all persons and accept individual differences;
- respect the environment and the rights and property of others and the University;
- contribute positively to the life of the campus and surrounding community; and
- use my LSU experience to be an active citizen in an international and interdependent world.

The continued success of LSU depends on the faithful commitment by each community member to these, our basic principles. (Adopted May 1995)

#### TITLE IX & Sexual Misconduct Policy:

Title IX of the Education Amendments of 1972 is a comprehensive federal law that prohibits discrimination based on the gender of students and employees of educational institutions that receive federal financial assistance.

In accordance with Title IX and other applicable law, Louisiana State University (“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. LSU prohibits sex discrimination and sexual misconduct. This policy applies to all persons without regard to sexual orientation, gender identity and/or gender expression.

Sex discrimination and sexual misconduct violate an individual’s fundamental rights and personal dignity. LSU considers sex discrimination and sexual misconduct in all of its forms to be serious offenses. This policy has been developed to reaffirm these principles and to provide recourse for individuals whose rights have been violated. This policy establishes a mechanism for determining when rights have been violated in employment, student life, campus support services, LSU programs and/or an academic environment.

If you have concerns, you can contact:

#### University Contacts

Jennie Stewart  
Campus Title IX Coordinator  
jstewart@lsu.edu  
LSU Office of Human Resource Management  
110 Thomas Boyd Hall  
Baton Rouge, LA 70803  
225-578-8200

Maria Fuentes-Martin  
Title IX Deputy Coordinator for Students  
mari@lsu.edu  
LSU Dean of Students  
333 Student Union  
Baton Rouge, LA 70803  
225-578-9442

#### Departmental Contacts

Dr. Loretta Pecchioni, [lpecch1@lsu.edu](mailto:lpecch1@lsu.edu)  
Professor and Chair of the Department of Communication Studies

Dr. Bonny McDonald, [bmcdo21@lsu.edu](mailto:bmcdo21@lsu.edu)  
Director of Basic Courses, Department of Communication Studies

Dr. William Saas  
CMST 2060 Section 48 Instructor of Record

## **BASIC NEEDS SECURITY**

Students who have difficulty affording groceries or accessing sufficient food to eat every day, or who lack a safe and stable place to live, are urged to contact the Office of the Dean of Students for support. You may also notify the professor if you are comfortable doing so. They should be able to help direct you to available resources on campus.

Learn more about the Office of the Dean of Students here:

<https://www.lsu.edu/deanofstudents/about/index.php>

## **HAVE YOU DECLARED YOUR MAJOR OR MINOR?**

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.*

The Department of Communication Studies offers 6 Pathways of Study as guidance for students interested in taking CMST courses. These pathways include lists of courses that can be taken for students interested in the following areas within Communication Studies:

- Public Discourse
- Art and Culture
- Professional Communication
- Communication in Human Relationships
- Visual and Mediated Communication
- Create your Own Pathway

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

### Unit I: Introductions

**8/21: Why are we here?**

*Class kickoff sign-up*

*Professional e-mail assigned*

*Introductory speech assigned*

**8/23: Introductory Speeches**

READ: Chapters 1 & 2; Appendix A

*Visit from LSU Food Pantry Representative*

**Professional e-mail due**

**8/28: Audience, Ethics, & Visual Aids**

READ: Chapters 3, 5, & 17

*Intro speech punch-ups*

**8/30: Introductory Speeches**

*Informative speech assigned*

### Unit II: Speaking to Inform

**9/4: Invention**

READ: Chapters 6 & 14

**9/6: Invention, cont'd**

READ: Chapter 7

*Visit from Representative of LSU Career Expo*

**One-minute pitches**

**9/11: Arrangement**

READ: Chapter 11 & 12

**Informative speech topic memo due**

**9/13: Style + Outline Workshop**

READ: Chapter 18

**Bring draft of informative speech outline to class**

**9/18: Delivery**

READ: Chapter 19

**9/20: Memory**

READ: Chapter 20

**9/25: Informative Speeches – All Outlines Uploaded to Moodle**

**9/27: Informative Speeches**

**10/2: Informative Speeches**

### Unit III: Speaking to Persuade

**10/4: Fall Holiday – No Class**

**10/9: Speaking to Persuade**

READ: Chapter 15

*Persuasive Speech assigned*

**10/11: Persuasion: Audience Analysis**

READ: Chapter 8

**10/16: Persuasion: Reasoning**

READ: Chapter 13

Persuasive speech topic memo due

**10/18: Persuasive Speech Workshop**

Bring draft of persuasive speech outline to class

**10/23: Persuasive Speeches – All Outlines Uploaded to Moodle**

**10/25: Persuasive Speeches**

**10/30: Persuasive Speeches**

**11/1: Persuasive Speeches**

**11/6: Persuasive Speech debrief**

*Oral Interpretation assigned*

**11/8: Oral Interpretations workshop**

**11/13: Oral Interpretations**

**11/15: Speaking to Commemorate**

READ: Chapter 16

**11/20: On Praise and Blame**

Commemorative speech topic memo due

**11/22: Thanksgiving – No Class**

**11/27: Commemorative Speeches – All Outlines Uploaded to Moodle**

**11/29: Commemorative Speeches**

**12/4 FINAL EXAM PERIOD**