

Louisiana State University
CMST 2060 – Public Speaking

Instructor: Gwen Zywicke

Office: Prescott 113A

Email: gzywicke@lsu.edu Office Hours: MWF 6:45 - 7:15, 11:20 – 12:20

Course Description: 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:

- Understand the principles of rhetoric and effectively utilize them in crafting well researched, reasoned, and appealing speeches.
- 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.
- Effectively and critically evaluate message/speech content and delivery, both when examining one’s own work as well as that of others.
- Understand and utilize the verbal and nonverbal elements essential for exemplary speech delivery.
- Analyze and discuss speeches of historical, political and social significance.
- Examine one’s own biases as listeners, classroom community members, and consumers of information.

To achieve these goals, we will apply assignments and activities that provide you the opportunity to:

- Practice various speech composition and delivery techniques in many informal “activity” speeches.
- Research, draft, get feedback on, edit, and deliver four original formal speeches.
- Present readings of critical material in small groups.
- Collaborate with peers to complete a comprehensive final exam.
- Practice critical and empathetic listening skills
- Practice giving and incorporating useful feedback to peers.

Text: Valenzano, et. al. *The Speaker’s Primer : LSU Custom Edition*. Fountainhead Press, 2018.

Grading: All work must be completed during the semester in order to pass the course. No extra credit assignments will be allowed.

Grading for this course will be as follows:

| Grade | Percentage |
|--------------|-------------------|
| A+ | 98-100 |
| A | 94-97 |
| A- | 90-93 |
| B+ | 87-89 |
| B | 84-86 |
| B- | 80-83 |
| C+ | 77-79 |
| C | 74-76 |
| C- | 70-73 |
| D+ | 67-69 |
| D | 64-66 |
| D- | 60-63 |
| F | 59 and below |

Speeches:

Introductory 7% 2-3 minutes
Informative 15% 5-6 minutes
Persuasive 25% 6-8 minutes, plus 2 minute Q&A
Special Occasion 10% 2-3 minutes

Exams:

Midterm 10%
Final 10%

Daily Participation: 20%

Attendance, peer evaluations, audience, group work/presentations, impromptu speech, classroom discussion.

Research Project: 3%

The material you learn in this course is the product of research. The goal of the research learning requirement 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 learning requirement. For each course in which a student is enrolled, he or she must complete two research credits. Students can fulfill this 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 improved 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.

***All research learning credits must be completed by Monday, April 22.**

**All available options to earn credits are posted at:

<http://lsuhumanresearch.sona-systems.com/> Students will need to request an account then log on to see the options available. Check the system regularly for updated information to fit interests and availabilities. Information about how to navigate the system (once logged in) can be found on the homepage of the Department of Communication Studies. Please create an account within the first week of classes.

Students must be sure to attend options once chosen. Failure to show up twice during a semester will result in restrictions to the system and inability to complete research learning requirements.

Classroom Expectations:

1. Please turn off all electronic equipment, including cell phones. Texting during class will result in student dismissal from class. Students using laptops in a manner that is distracting to students and/or instructor will be asked to discontinue use.
2. Discussion materials will not be repeated for students absent when the materials were presented. Ask fellow classmates for notes.
3. Students are responsible for all material and assignments announced in their absence.
4. Each unexcused absence will reduce participation grade by 5%. Being late to class three times will equate to one absence. If tardiness is unavoidable due to bussing or class across campus, it is up to the student to inform the instructor.
5. Do not schedule any appointments during class time. They are not excused.
6. Do not enter class during a speech if you are late. Wait for applause then enter.
7. Eating in class is strictly prohibited.

8. No late work will be accepted, including missed speeches, without a documented university excuse. This includes arriving late to class and turning in an assignment that is due before class. It is up to the student to discuss make-ups with instructor.
9. Students must dress appropriately, business casual, on speech days.
10. Respect is not an option. Disrespectful behavior toward fellow students or instructor will result in dismissal from class.
11. Grades will not be discussed over email. You may discuss grades with instructor before or after class or during office hours.

Attendance: This is an interactive class where participation is required. Much of what is learned is through discussions in class. It is important that students attend. Some material taught in this class are not in the textbook or PowerPoints.

Disputing a Speech Grade

Students may dispute any speech grade. The following steps are required:

- 1) Come to instructor's office during office hours.
- 2) Bring instructor-graded evaluation sheet and recorded speech (if applicable).
- 3) Be prepared to discuss specific criteria with specific reasons and examples of why student should receive more points for that requirement.
- 4) If reasons and examples are well-presented, students will receive additional points.
- 5) It is up to the instructor's judgment whether or not additional points should be awarded.

Academic Integrity: 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 (although it has also made it rather easy to test for plagiarized work). 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 speech is considered as plagiarized in part or entirely if you do any of the following:**

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

Americans with Disabilities Act: 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.

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

Professor and Chair of the Department of Communication Studies

Dr. Bonny McDonald, bmcd021@lsu.edu

Director of Basic Courses, Department of Communication Studies

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 or by contacting our undergraduate advisor Mr. Kent Filbel (kfilli@lsu.edu), whose hours are posted at his office, 135 Coates Hall.

Course Calendar *Subject to Change

| Date | Course Material | Assignment |
|---------------------|---|--------------------------------------|
| W Jan 6 | Syllabus, Speech Grading Standards | Sign up for research Read Ch 1, 2 |
| F Jan 11 | Awareness Model | Read Ch 3, 12 |
| M Jan 14 | Introductory Speech Assignment, Ch 1, 2 | |
| W Jan 16 | Ch 3, 12, TED Talk | Prepare Speeches |
| F Jan 18 | TBA | |
| M Jan 21 | MLK Jr. Day | |
| W Jan 23 | Introductory Speeches | |
| F Jan 25 | Introductory Speeches | Read Ch 14, 6, 7 |
| M Jan 28 | Informative Speaking, Ch 14, 6, 7 | Read Ch 8, 9, 17 |
| W Jan 30 | Ch 8, 9, 17 | Ch 18, 19 Topics due Friday |
| F Feb 1 | Ch 18, 19 Topics due | |
| M Feb 4 | Outlining activity, Sample Outline | Outlines due Wednesday |
| W Feb 6 | Outlines due, peer review | |
| F Feb 8 | Speech work day Review Midterm | |
| M Feb 11 | Informative Speeches | |
| W Feb 13 | Informative Speeches | |
| F Feb 15 | Informative Speeches | |
| M Feb 18 | Informative Speeches | |
| W Feb 20 | Informative Speeches | |
| F Feb 22 | Midterm | Read Ch 13, 15 |
| M Feb 25 | Persuasive Speaking Rhetoric | |
| W Feb 27 | Argument Model, 13, 15 | Topics due Friday |
| F Mar 1 | Topics due, Work on Group Presentations | |
| M Mar 4 – Wed Mar 6 | Mardi Gras Break | |
| F Mar 8 | Group Presentations | |

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|--------------------------|---|----------------------------|
| M Mar 11 | Impromptu Speeches | |
| W Mar 13 | Impromptu Speeches | Outlines due Friday |
| F Mar 15 | Outlines Due, Peer Review, Sample Speech | |
| M Mar 18 | In-class Work Day | |
| W Mar 20 | Persuasive Speeches | |
| F Mar 22 | Persuasive Speeches | |
| M Mar 25 | Persuasive Speeches | |
| W Mar 27 | Persuasive Speeches | |
| F Mar 29 | Persuasive Speeches | |
| M Apr 1 | Persuasive Speeches | |
| W Apr 3 | Special Occasion Speaking Ch 16 | |
| F Apr 5 | Special Occasion Speeches | |
| M Apr 8 | Special Occasion Speeches | |
| W Apr 10 | Special Occasion Speeches | |
| F Apr 12 | TBA | |
| M Apr 15-F Apr 19 | Spring Break | |
| M Apr 22 | Speech Make-Up Day | |
| W Apr 24 | Speech Make-Up Day | |
| F Apr 26 | Optional Exam | |
| Final See Moodle | | |