

CMST 2060 Public Speaking Syllabus

Fall 2014

Instructor Information

Instructor
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Office Location & Hours
Coates 317; MW 10:00-12:00
or by appointment

General Information

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 rhetorical public speaking.

Expectations and Goals

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 Requirements

Required Text

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

Additional Readings

Additional readings will be posted for you on Moodle as needed for in-class exercises.

Assignments

Students will be graded on their work on:

- **Five speeches.** The speeches will vary in length and purpose. A sign-up sheet for speech delivery date will be available the week before the speeches are scheduled to take place. A brief one-page outline is required for every speech. The template for the outline can be found on Moodle.
- **Midterm and final examinations.** The examinations will mostly consist of questions on the textbook and lectures. The format will be discussed in class.

- **Participation in class activities.** We will have class activities every week, working on students' proficiency in public speaking. Each week of participation in class activities carries 10 points for a total of 150 points for the semester.
- **Other assignments.** We will start off our journey towards public speaking proficiency with brief introductions and conclusions, to give you a taste of speech writing, as well as a chance to deliver in front of the audience. Later in the semester, we will have an exercise in storytelling as an important part of public speaking. These three activities together carry 110 points.

Final grades will be determined based on scores earned in these assignments. All work must be done during the semester and not made up after the fact.

Course Assignment	Percentage of the Grade	Maximum Points
Research participation	3%	30
Introduction	2.5%	25
Conclusion	2.5%	25
Storytelling	6%	60
Introduction Speech	7%	70
Informative Speech	10%	100
Persuasive Speech	10%	100
Commemorative Speech	10%	100
Demonstration Speech	10%	100
Class Activities	15%	150
Midterm Exam	12%	120
Final Exam	12%	120
Total	100%	1000 points

Grading Scale

The final grade will be determined based on the usual scale: 90%-100% (900-1000 points) = A; 80%-89% (800-899 points) = B; 70%-79% (700-799 points) = C; 60%-69% (600-699 points) = D, below 60% (below 600 points) = F.

Classroom Decorum

As this class largely consists of speeches, in-class exercises, and group discussion, please respect the work and the presentations of your classmates.

- Listen to speeches and presentations. Show support. You will be required at one point or the other to provide feedback to your peers.
- Do not use your phone during the class. Turn your ringtone off, however lovely I am sure it is.
- Do not use personal computers, tablets, and similar devices during the class, especially on speech days. You will learn how to deal with a distracted audience, but you don't need to play the part of that audience for your classmates.
- Be on time. Public speaking is an art. Do not disrupt your classmate's speech delivery with your late arrival.
- Controversial subjects may arise. Be open-minded about topics of your classmates' speeches and considerate of their delivery.

Course Schedule (Tentative)

Week 1	Topic	For this class
Tue, 08/26	Class introductions	
Thu, 08/28	Syllabus, course overview, speech structure	Read the syllabus
Week 2	Topic	For this class
Tue, 09/02	Public speaking overview Introductions	Prepare an introduction Review chapter 1; read chapter 10
Thu, 09/04	Conclusions Group work	Prepare a conclusion Review chapter 10
Week 3	Topic	For this class
Tue, 09/09	Group presentations	Chapters 15, 16, & 18, divided among groups
Thu, 09/11	Giving your first speech	Read chapters 4 and 11
Week 4	Topic	For this class
Tue, 09/16	Introduction Speech	Submit speech outline
Thu, 09/18	In-class exercises	Read chapters 9 and 5
Week 5	Topic	For this class
Tue, 09/23	In-class exercises	Review chapter 7
Thu, 09/25	Informative Speech	Submit speech outline
Week 6	Topic	For this class
Tue, 09/30	Informative Speech	Submit speech outline
Thu, 10/02	<i>Fall holiday, no class</i>	
Week 7	Topic	For this class
Tue, 10/07	Storytelling	Read chapters 12 and 13
Thu, 10/09	Storytelling	Read chapters 12 and 13
Week 8	Topic	For this class
Tue, 10/14	Midterm review	
Thu, 10/16	Midterm exam	Bring Scantron B

Week 9	Topic	For this class
Tue, 10/21	Speaking to persuade	Read chapter 17
Thu, 10/23	In-class exercises	Review chapters 8 and 2
Week 10	Topic	For this class
Tue, 10/28	Persuasive Speech	Submit speech outline
Thu, 10/30	Persuasive Speech	Submit speech outline
Week 11	Topic	For this class
Tue, 11/04	Persuasive Speech	Submit speech outline
Thu, 11/06	In-class exercises	Check Moodle for assignments
Week 12	Topic	For this class
Tue, 11/11	Commemorative Speech	Submit speech outline
Thu, 11/13	Commemorative Speech	Submit speech outline
Week 13	Topic	For this class
Tue, 11/18	In-class exercises	
Thu, 11/20	<i>Out-of-class assignment, no class</i>	
Week 14	Topic	For this class
Tue, 11/25	Demonstration Speech preparation	Read Chapter 7
Thu, 11/27	<i>Thanksgiving holiday, no class</i>	Check Moodle for assignments
Week 15	Topic	For this class
Tue, 12/02	Demonstration Speech	Submit speech outline
Thu, 12/04	Final exam review	

Additional Information and Resources

Attendance and Participation

Attendance will be taken every class. Your attendance at each class meeting is expected. You are expected to attend all classes just as you would be expected to go to work every day if this was any other job. Your class participation grade will be determined based on in-class discussion participation, assignments/exercises, and analysis of in-class presentations throughout the semester.

Plagiarism

There will be no tolerance for 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 presented 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 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>.

Extra Credit

No extra credit assignments will be allowed.

Missed Speeches and Exams

If you know that you will miss a scheduled exam due to a university-approved absence, please speak to me before the exam date so we can make appropriate arrangements. If you have an excused absence, accompanied by a note describing the date a reason of your absence, you can make up a missed speech or midterm exam within one week of its date. No make-ups will be allowed after this time and zero (0) points will be given for that assignment.

A brief make-up period will be allowed for speeches and midterm exam missed due to an unexcused absence, with every day between the original speech/exam date and the make-up date carrying a 10% penalty to the speech/exam grade.

Research Participation Requirement

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 December 3 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.

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.

Do you have a major?

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.

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.