

CMST 2060 – S12, S15, S17, S47  
PUBLIC SPEAKING  
FALL 2014

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OFFICE HOURS:  
M,W,F: 8:30 - 9:30  
11:30 - 12:30

**TEXT:** Lucas, S.E. (2012). *The Art of Public Speaking (11)*. New York: McGraw-Hill.

*“Only an open conflict of ideas and principles can produce any clarity.”* - Christopher Hitchens

The Course:

This is a *General Education Requirement* course informed by our confidence that an understanding of basic public communication principles and their application is fundamental to an individual's personal and professional success.

Social life and the pervasiveness of communicative behaviors are a reality for the sweeping majority of contemporary Americans. Of those behaviors, the ability to present information coherently, advocate ideas in the open marketplace of civic discourse, and critically discriminate among competing propositions each represent necessary skills for responsible citizenship as well as personal and professional advancement. Thus, this course is informed by our confidence that an understanding of basic communication theory and its application is fundamental to the maturation of civic virtue in each individual.

Since the benchmarks for an effective public address have evolved with our transforming culture, we now find it appropriate to discuss public speaking as “expanded conversation.” Accordingly, we will develop an appreciation of both the production and consumption of civic discourse by first exploring the range of communication dynamics operating in contemporary society. It is important that we understand conversation as the basic building block of our society if we are to ever fully realize the intricacies involved in the practice of “expanded conversation.” Equally critical to a full apprehension of the centrality of civic discourse is an understanding of the role of communication in social organization.

In sum, this course holds as its core objective, development of student ability to:

- 1) IDENTIFY FEASIBLE GOALS
- 2) EVALUATE A SITUATION AND AUDIENCE.
- 3) ENGAGE IN CRITICAL DISCERNMENT OF THAT SITUATION.
- 4) RESPOND WITH AN APPROPRIATE AND EFFECTIVE MESSAGE STRATEGY.

The Requirements :

**1) Attendance and participation are both essential. You should come to class on time. Tardiness is becoming an increasingly annoying problem. If you are late, enter quietly to minimize the disruption. If you are late on presentation days, wait outside the door to avoid disrupting a speech in progress. If any of these imperatives are beyond your abilities; DROP THE CLASS NOW!**

**2) All assignments must be completed on time. Late assignments will lose 20% from the earned point total per class period late. Moreover, speeches not delivered on-time will be dealt with harshly. Due to scheduling problems inherent in a public speaking class, I will only hear late speeches in the most unusual and most extreme circumstances. Mostly, I will not hear them at all. In other words, if you are going to be unable to deliver speeches on time; DROP THE CLASS NOW!**

**3) Make-up work is your responsibility. If you fail to make arrangements with me to make up a missed assignment for which you have a *documented* excuse (see attendance above) within 24 hours of the assignment's due date you will receive a zero. I will not repeat lecture material -- see a classmate for missed notes.**

4) You will be responsible for all material in the book and/or presented in class. Additionally, mastery of the speech assignments alone will not result in a top grade. One must also demonstrate a superior appreciation for the body of theory that undergirds practice. If you feel that too much weight is placed on the exams; **DROP THE CLASS NOW!**

5) If you are taking this class under the illusion that it is an easy class; **DROP THE CLASS NOW! NEVER** approach me and say something like “I really need an A in this class because of my scholarship and my other classes are really hard and . . .” This IS a hard class – in many ways much harder than a subject that provides tight formulas for which there are objectively correct answers. “A” grades run at less than 10% which is about two per class per semester. There will be NO extra credit.

6) Communication Studies departmental policy now mandates an outside “research participation” requirement that will account for 3% of your final grade. The requirement and options for its fulfillment are explained in a separate section below titled Research Participation. *I have NO role in administering this task.* Thus, any questions, comments, concerns, complaints, or issues must be directed to the Research Participation System Administrator at [researchadmin@lsu.edu](mailto:researchadmin@lsu.edu). At the end of the semester I will receive a file advising me as to who completed the requirement and to what level. That information will constitute your grade on the task.

**7) ALWAYS REMEMBER: YOUR LACK OF PREPAREDNESS, YOUR PERSONAL PROBLEMS, AND YOUR SCHOLARSHIP ARE YOUR RESPONSIBILITY AND YOURS ALONE. NONE CONSTITUTE A CRISIS FOR ME. MY OBLIGATION IS TO THE STUDENTS WHO ARE HERE, PREPARED, AND MOTIVATED. I REFUSE TO DIMINISH THEIR EDUCATIONAL EXPERIENCE IN ORDER TO ACCOMMODATE THE LOWEST COMMON DENOMINATOR.**

#### 8) Assignments:

<u>ASSIGNMENT</u>	<u>POINT VALUE</u>
Research Participation	30
Speech 1 (Introductory Narrative)	60
Speech 2 (Informative)	100
Speech 3 (Persuasive)	150
Speech 4 (Ceremonial)	60
Mid-term Exam	300
Final Exam	300
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Total	1000

#### 9) The Grading Scale and Rationale:

<u>%</u>	<u>POINTS</u>	<u>LETTER</u>	<u>CRITERIA</u>
90	≥900	A	Comprehensive mastery of subject matter.
80	800-899	B	Superior grasp of subject matter.
70	700-799	C	Typical grasp of subject matter.
60	600-699	D	Vague grasp of subject matter.
	≤599	F	No grasp of subject matter and/or missing assignments and/or lack of effort.

#### **IMPORTANT NOTE:**

*Communication Studies departmental policy requires that students obtain critical class materials from Moodle through their PAWS accounts. Failure to do so could adversely affect an individual's final grade. For information on your PAWS account contact the Computing Services Application Service Center at 578-0100 or use the PAWS link at [www.lsu.edu](http://www.lsu.edu).*

*The Americans 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 Affairs (112 Johnston Hall) so that such accommodations can be arranged. After you receive your accommodation letter, you must meet with me to discuss the provisions of those accommodations.

**THE SCHEDULE** (tentative)

WEEK 1

Communication apprehension, Rhetoric and the Canons: C.1

WEEK 2

Genres of Public Address: C.2 1<sup>st</sup> speech assignment. see: C. 4

WEEK 3

*Introductory speech due.*

WEEK 4

The Rhetorical Situation. *Informative speech assigned.* see: C. 15.

WEEK 5

Style, language, and nonverbal behavior: C.12, 13.

WEEK 6

Style, lang., and nv. ctd.

WEEK 7

*Informative speech due.*

WEEK 8

*MID-TERM EXAM, Persuasive speech assigned.* see: C.8, 16, 17 – Persuasion

WEEK 9

Persuasion ctd.

WEEK 10

Persuasion ctd.

WEEK 11

*Persuasive speech due*

WEEK 12

*Pers. Speech Ctd.: Ceremonial speech assigned.* see: C. 18.

WEEK 13

*Pers. Speech Ctd.*

WEEK 14

*Pers. Speech Ctd.*

WEEK 15

*Ceremonial speech due*

***Final Exam:***

\*University policy requires that this exam be given during your section's designated final exam period. Keep this imperative in mind when making end-of-semester plans!

\*\*Chapters 5, 6, 9, 10, 11, and 14 are "resource" chapters. 5 & 6 will be tested on the mid-term while 9, 10, 11, and 14 will appear on the final.

## 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 2<sup>nd</sup> (the Tuesday of dead week).**

**ALL available options to earn credit are posted on an electronic bulletin board** located at <http://lsuhumanresearch.sona-systems.com/>. (Or go to the departmental website: [www.lsu.edu/cmst](http://www.lsu.edu/cmst) – click on Research, then Studies). 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://appl003.lsu.edu/artsci/cmstweb.nsf/index>. 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. Remember, your instructor's involvement is limited to factoring the results that we send to him/her in to your final grade for the course. 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).