

# PUBLIC SPEAKING

CMST 2060

Room: 111 Coates Hall

Section 7: M-W-F 7:30-8:20

Section 11: M-W-F 8:30-9:20

**Instructor:** Andrew C. Jones  
**Mailbox:** 136 Coates Hall  
**Office:** 328 Coates Hall  
**Office Hours:** Monday & Wednesday 9:30-11:30 (and by appointment)  
**Phone:** 578-4308 (leave a message)  
**Email:** ajon167@lsu.edu

## COURSE DESCRIPTION

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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.*

## COURSE GOALS

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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.
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## ASSIGNED COURSEWORK

- 3% • Research Learning Requirement (RPS)
- 15% • Reading Assessments & Class Participation
- 5% • Introductory Speech
- 10% • Informative Speech
- 10% • Persuasive Speech
- 10% • Commemorative Speech
- 12% • Speech Activates
- 15% • Mid-semester Examination
- 20% • Final Examination

**REQUIRED TEXT**

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

**ADDITIONAL MATERIALS**

LearnSmart (this is bundled with the textbook, and I use it to assign reading assessments, speech reviews, and speech activities)

3.5" notecards

USB thumb drive/memory stick

**POLICIES**Extra Credit:

No extra credit assignment will be allowed.

Grading:

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.

I am happy to speak with you about assignment grades if you make an appointment. Please bear in mind that a grade is my professional evaluation of submitted work. While I understand that circumstances beyond your control can interfere with the quality of your work, I can only evaluate the work you submit. I will not discuss grades via email, with the exception of typographical errors (for example, if I give you 80% and accidentally mark your assignment grade as "C").

I use the following grading scale:

- 50.00-59.99%: failure to indicate acceptable achievement (F)
- 60.00-69.99%: indicates minimally acceptable achievement (D)
- 70.00-79.99%: indicates acceptable mastery of material (C)
- 80.00-89.99%: indicates good mastery of material (B)
- 90.00-100.00%: indicates distinguished mastery the material (A)

Attendance:

Any more than three unexcused absences from class will negatively affect your final grade, as you will miss information and in-class activities vital to the successful completion of your coursework. From PS-22. "Class attendance is the responsibility of the student. The student is expected to attend all classes. A student who finds it necessary to miss class assumes responsibility for making up examinations, obtaining lecture notes, and otherwise compensating for what may have been missed. The course instructor will determine the validity of a student's reason(s) for absences and will assist those students who have valid reasons. Valid reasons for absences include:

1. Illness
2. Serious family emergency
3. Special curricular requirements such as judging trips or field trips
4. Court-imposed legal obligations such as subpoenas or jury duty
5. Military obligations
6. Serious weather conditions
7. Religious observances.
8. Participation in varsity athletic competitions or university musical events

The student is responsible for providing reasonable advance notification and appropriate documentation of the reason for the absence." The roll will be called at the beginning of every class period and absences will be noted.

Tardiness:

Classes start promptly on the half hour. If you arrive after the roll has been called, you will be marked absent for the day. It is your responsibility to arrive in class on time, despite the devious machinations of traffic, weather, and alarm clocks.

Participation:

You are expected to participate in the activities of the class. You may be dismissed from the class or marked absent if you fail to read assigned material, if you fail to bring printed assignments with you to class, if you are disruptively using technology (this includes texting, wearing headphones, and surfing the web).

Recordings

All speeches may be recorded for the purpose of grading, review, and self-evaluation.

Plagiarism: Please see the Student Code of Conduct (an excerpt of which appears below)

6. Plagiarism is defined as the lack of citation or the unacknowledged inclusion of someone else's words, structure, ideas, or data. When a Student submits work as his/her own that includes the words, structure, ideas, or data of others, the source of this information must be acknowledged through complete, accurate, and specific references, and, if verbatim statements are included, through quotation marks as well. Failure to identify any source (including interviews, surveys, etc.), published in any medium (including on the internet) or unpublished, from which words, structure, ideas, or data have been taken, constitutes plagiarism; Plagiarism also includes:
  - 6a. Falsifying or fabricating any information or citation in any academic exercise, work, speech, thesis, dissertation, test, or examination.
  - 6b. Submission of essentially the same written assignment for two courses without the prior permission of the instructors; (from the [Student Code of Conduct](#) section 8.1.6)

The Americans with Disabilities Act and the Rehabilitations Act of 1973:

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.

Email and Moodle

You are expected to check your university email and Moodle accounts on a regular basis. I frequently post announcements that will help you complete your assignments, and occasionally send emails with vital information about class activities or cancelations. You are encouraged to check Moodle the night before class, and to check your email before class. Please use Moodle or your university email account when sending messages to me. Unsolicited emails with attachments may be deleted unopened, so please check before emailing me documents or other files.

Research Learning 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 2060 must complete a research learning requirement. To receive full points for the Research Participation component of your course grade, you 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* 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 <https://lshumanresearch.sona-systems.com/Default.aspx?ReturnUrl=/> . 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 are posted on the homepage of the Department of Communication Studies, <http://www.lsu.edu/cmst>. 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](mailto:researchadmin@lsu.edu).

### 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](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.