

CMST 2060: Public Speaking – D. Mungin  
Spring 2016  
Louisiana State University

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Office Hours: T/Th 10:30 am – 12:30 pm, W 10:00 am – 11:00 am, *or by appointment*

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### Required Text

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

### Course Objectives

1. Understand the principles of public speaking 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.
6. Require active participation in oral communication.

### General Education Requirement

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.

*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.

### Class Expectations

1. You will attend (show up physically) every scheduled class meeting and be on time and present (show up mentally/ emotionally) for every lesson.
2. All of your assignments are expected to be on time.
3. You will try your hardest with every assignment and seek help from your instructor or peers when necessary.
4. As giving preparing and executing speeches is a stressful and arduous task, you will be expected to give your fellow classmates the attention and respect they deserve. Disrespect in the classroom WILL NOT be tolerated. Every member of the classroom can practice respectful behavior by actively speaking up in class, doing all readings and assignments, preparing for and practicing speeches, giving helpful and encouraging feedback to their peers.
5. Technology Policy: The goal of all course policies is to help create a successful course experience for you as the student; this includes your ability to learn course material and to do so in an effective classroom environment. As such, use of technology is prohibited to devices that aid in student learning. As a general rule in normal circumstances, students are also not allowed to record other students in the course without their permission.
  - Laptop computers and similar devices used for note-taking as a learning aid are permitted in class. You should also have paper and a writing utensil on all days for group activities.
  - All other technology (smart phones, etc.) are NOT permitted for use during class. The first use during class will result in substantial reduction in overall course participation points (up to 20 points) with an increasing reduction in points for each use thereafter.
  - In case of emergencies requiring cell phone access during the class session, you should notify your professor before class begins and attempt to sit near the entrance to the classroom.

### Attendance

Attendance is crucial for a communication studies course. You will be expected to be an active participant in this classroom and be on time for all lessons. There will be daily exercises that will factor into your final grade, these exercises can't be made up at a later date. In order to prevent miscommunication between you and your instructor, make sure I am informed of your whereabouts (should you feel it is necessary) so I can further help to aid and/or accommodate you in an emergency.

### On-Time Assignments

All assignments must be turned in on the date specified in your syllabus (unless otherwise arranged in class by your instructor). Late assignments WILL NOT be accepted as you are expected to come to every class prepared. Again, feel free to keep in contact with your instructor via e-mail, telephone, or an arranged meeting to accommodate personal needs- you will be more than welcome to turn in a written assignment early if need be. Unfortunately, under no circumstances (aside from an emergency in which you must contact me ASAP) will you be allowed to miss a day you are scheduled to speak. You will receive ZERO points. If you miss a day when a quiz is given you will not be permitted to make up that quiz without a university approved absence.

### LSU CODE of STUDENT CONDUCT

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)

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.

Extra Credit: No extra credit assignments will be allowed.

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.

Grades: Final grades will be determined based on scores earned in the following assignments. All work must be done during the semester.

Course Assignments:

4 MAJOR SPEECHES (50% of overall course grade):

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<i>Introductory Speech</i>	5 %
<i>Informative Speech</i>	15 %
<i>Persuasive Speech</i>	20 %
<i>Commemorative Speech</i>	10 %

A portion of each of the four major speech assignments will be based upon written components (speech outlines, speech evaluations, etc.) in addition to an in-class presentation component.

*Research Participation Requirement* ..... 3%

*Activity Speeches* ..... 12%

*Reading Assessments* ..... 15%

EXAMS (20% of overall course grade):

<i>Midterm Exam</i>	10 %
<i>Final Exam</i>	10 %

Your final grade assignment will be based on your total score at the end of the semester.

Final grades will be assigned as follows:

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

**The Introductory Speech (5%)**

The introductory speech is a 3 minute presentation made during the third week of class. It is designed to let everyone introduce themselves and speak on a subject. In order to focus your attention, I want you to choose a modern social activist or group that has had an impact in the state of Louisiana. Please detail: the history of the individual/group, one major social issue they address, a significant political or

social conflict/event they have had. Although this is an introductory speech, its purpose is to show you have mastered the basics of speech structure according to the five canons of rhetoric.

### **The Informative Speech (15%)**

Components: Formal outline; keyword outline; a 4-5 minute extemporaneous speech.

Purpose: An enrichment speech is intended to literally “enrich” your audience about something that it already cares about but wishes to know more. A speech of enrichment should address some issue that is either on people's minds or relates to an audience’s current interests in some way. Consequently, speeches of enrichment focus on development of ethos, which establishes a relationship with the audience, and a focus on their interests with respect to current rhetorical situations that have put certain issues on the public agenda. Please pay special note to exigencies and constraints that impede the issue you are addressing

### **The Persuasive Speech (20%)**

Components: Formal outline; keyword outline; a 4-5 minute extemporaneous speech.

Purpose: A speech of advocacy attempts to either reinforce or channel the current commitments of an audience or appeal to the audience to adopt a new belief or attitude with respect to some ongoing rhetorical situation. Although ethos is clearly important to give credibility to the speaker, more important is the development of a coherent argument that makes a case using the tools of logos.

### **The Commemorative Speech (10%)**

Components: A 4-5 minute scripted speech.

Purpose: A commemorative speech is meant to honor a particular person, place, idea, or institution. The idea is to identify key values inherent in the topic and to help the audience celebrate these values. The emphasis will be on speaking eloquently and dramatically, thus reducing the emphasis on logos and enhancing the narrative power of pathos and the organizing tool of symbols and form.

### **Speeches/Tests**

You will be assigned a critique to complete for at least two speakers during each speech on days you are not to perform. There are no make-ups. If you are absent when assigned to speak, critique a speech, or take a test without a university approved excuse, you will receive a zero for that grade. In the event you will be missing an assigned speech day, you must notify the instructor at least two hours prior to your speech. Otherwise, you are required to be prepared to speak. A speaking schedule will be distributed once the final roster has been established. It is the student’s responsibility to be aware of what day they are scheduled to speak.

### **RESEARCH PARTICIPATION**

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 1 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://lsuhumanresearch.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).

#### 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.

[LSU Commitment to Community](#) - LSU 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.

#### 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.



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Anticipated Course Topics Schedule:

Week 1	Course Introductions/Overview.
Week 2	<i>Read Chapters 1, 2 &amp; 4</i>  Basic Principles of Speech Communication. Ethics and Public Speaking
Weeks 3	<b>Introductory Speeches</b>
Week 4	<i>Read Chapters 15 &amp; 5</i>  Speaking to Inform. Choosing Topics and Purposes
Week 5	<i>Read chapters 6, 9-10</i>  Analyzing the Audience. Organizing the Speech
Week 6	<i>Read Chapters 11, 13-14</i>  <i>Outlining the Speech. Delivering the Speech and Using Visual Aids</i>
Week 7	<b>Informative Speeches</b>
Week 8	<b>Midterm Review and Midterm</b>
Week 8	<i>Read Chapters 16 &amp; 7</i>  Introduction to Persuasive Speaking. Gathering Materials
Week 9	<i>Read Chapters 8 &amp; 17</i>  <i>Using Supporting Materials. Methods of Persuasion</i>
Week 10	<i>Read Chapter 3</i>  Listening to Speeches. Advocacy Speech Practice
Week 11	<b>Persuasive Speech</b>
Week 12	<i>Read Chapters 18 &amp; 12</i>  <i>Commemorative Speaking. Using Language Effectively</i>
Week 13	Using Language Effectively

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Week 14	<b>Commemorative Speeches</b>
Week 15	Summary and Review for Final Exam

Please Check for Final Exam Schedule: <https://sites01.lsu.edu/wp/registraroffice/files/2015/03/2015-Fall-Schedule-Booklet-2.pdf#page=8>