

CMST 2060 PUBLIC SPEAKING
Spring 2016 – Section 50

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Office Hours:	Tuesdays and Thursdays 8:00 AM - 8:45 AM; 10:30 AM – 11:45 AM
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Emails:	pmcele1@lsu.edu (<i>preferred method</i>)
Class Times:	Section50: T/TH Noon– 1:20 PM
Required Texts:	Lucas, Stephen (11 ed.) The Art of Public Speaking. McGraw Hill.

COURSE DESCRIPTION/GOALS

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 requires being confident in who you are, what you want to say, how you are going to say it, to whom you want to say it, and why you should say anything at all. Throughout the semester, students will be introduced to the fundamental concepts of rhetorical public speaking: selecting, analyzing, adapting, organizing and delivering your ideas.

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.

Because of this course, students should:

1. Understand the principles of rhetoric and effectively utilize them in constructing 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 POLICIES

Attendance & Participation: 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: 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 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.

Disabilities: The Americans with Disabilities Act and the Rehabilitation 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 letter, please meet with me to discuss the provisions of those accommodations.

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.

ASSIGNMENTS: Detailed instructions, grading rubric, and checklists are posted on Moodle.

Speeches* (500 points/50%):

Introducing an Organization (7.5 percent/75 points): 4-5 minute speech. In this first speech, you will introduce an organization advocating or protesting a health issue.

Informative Speech (15 percent/150 points): 6-8 minute informative speech on your assigned topic, which unpacks at least two sides of the issue.

Persuasive/Policy Speech (20 percent/200 points): 8-10 minute persuasive speech designed to convince and motivate your audience to take some immediate action about your topic.

Commemorative Speech (7.5 percent/75 points): 3-4 minute speech that pays tribute to a (real or fictional) person, place, or thing.

***You must submit a speech outline to earn credit for any speech.**

Speaker Analyses: are required for each day speeches are in progress. Each student will complete two speaker analyses per speaking day. The focus of the analyses will vary depending on readings.

Complete-sentence Outlines: You **must** submit a complete-sentence outline (including reference page/s) online and in person for speeches 1, 2, and 3—speech 4 in person.

Formatting Instructions: Unless instructed otherwise, all written work including rough drafts should be typed, double-spaced, printed on paper, with one-inch margins all around, in standard 12-point Times New Roman font, and stapled. Please do not include a title/cover page. Citations/references must be formatted in MLA/APA guidelines.

Reading Outlines (15 percent/150points): Reading will be assessed by chapter outlines due at the end of each class. Chapter outlines are for student benefit only. You will receive full credit as long as you are present and submit an outline at the end of the class (late outlines and outlines via email will not be accepted unless the student has previously negotiated a late or electronic submission with me). I hold all outlines until the day of exam. On exam days, I give students back their outline to use as a reference during the exam. Thus, it behooves you to write good outlines, so you can do well on the exams.

Activities (12 percent/120points): There will be six activities, 20 points each. Activities range from small speeches to critical thinking activities. I will discuss activities one or two classes prior to its due date.

Exams: (20 percentage/200points): Midterm exam is worth 100 points and the final exam is worth 100 points of your grade.

Research Requirement (3 percent/30points): see syllabus for instructions and DEADLINE.

Grades: Final grades will be determined based on scores earned on the following assignments. All work must be done during the semester and a within a week from its due date—regardless of excuse.

Course Assignment Point Breakdown: (1000 point total)

Introductory Speech.....	75 pts.
Informative Speech	150 pts.
Persuasive Speech	200 pts.
Commemorative Speech	75 pts.
Research Requirement	30 pts.
Activity Speeches	120 pts.
Reading Outlines.....	150 pts
Midterm Exam	100 pts
Final Exam	100 pts

Course Assignment Percentage Breakdown:

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

Introductory Speech	7.5%
Informative Speech	15.0%
Persuasive Speech	20.0%
Commemorative Speech	7.5%

-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.

ACTIVITIES/READING OUTLINES/ETC. (30% of overall course grade):

Research Participation Requirement.....	3.0%
Activity Speeches	12.0%
Reading Outlines.....	15.0%

EXAMS (20% of overall course grade):

Midterm Exam.....	10.0%
Final Exam.....	10.0%

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

Grading Scale:

Point Range	Letter Grade
970.00 - 1000.00	A+
930.00 - 969.99	A
900.00 - 929.99	A-
870.00 - 899.99	B+
830.00 - 869.99	B
800.00 - 829.99	B-
770.00 - 799.99	C+
730.00 - 769.99	C
700.00 - 729.99	C-
670.00 - 699.99	D+
630.00 - 669.99	D
600.00 - 629.99	D-
< 600 points	F

Missed Presentations and/or Late-Work:

Missed Presentations: If a student is **absent/late** the day she/he is scheduled to speak and has not made prior arrangements with me (your instructor), a ZERO grade will be recorded for the *presentation* portion of the assignment. If time permits on the last day of presentations for the speech assignment, then the speech can be made up. However, it will lose two grades for being late.

If you are unable to make a scheduled speech time, you may still receive full credit for speech outlines if they are submitted online by the start of class on the scheduled speaking day. If a speaker knows ahead of time that she/he cannot attend class the day of an assigned speech presentation, she/he is welcome to find a replacement without penalty.

Late Work: If you arrive late to class on the day of your speech, your assignment will be reduced by one letter grade, even if you are “on time” for your own presentation. Showing respect for your classmates by arriving on time to class on the day of presentations is of great importance. Major class assignments of course will be accepted prior to an established deadline.

Just as with any other job, you would certainly make every effort to contact your co-workers or boss if extenuating circumstances prevented you from being at work or meeting an important deadline. The same is true for this class. Treat it like a job.

Prior arrangements must be made with the instructor if extenuating circumstances prevent you from meeting an important deadline. If prior arrangements have been made with me, then later submissions will not be subject to penalty. If you miss class due to a university approved absence, you will be responsible to come into my office and provide original (hard copy) documentation to excuse any late work (no digital documentation). Always see me during my office hours to arrange make-up work—make every effort to arrange makeups before the expected absence. If prior is not possible, then within 1 week of the assignment—or I will not accept it late.

RESEARCH PARTICIPATION (3%)

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 two 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://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.

HAVE YOU DECLARED A 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 SCHEDULE (Schedule is subject to change): SEE MOODLE

Week	Date	Topics and Readings	Assignment Deadlines
1	1/14	Course Overview: individual introductions; why this course; syllabus; explain grading and attendance policies; and Research Participation.	
2	1/19	<u>Assign:</u> Activity #1 & #6	
2	1/21	Ethics and Public Speaking <u>Assign:</u> SPEECH 1-Introducing Health Campaign	Activity #1 Reading Outline: Ch. 2
3	1/26	Choosing Topics and Purposes Analyzing the Audience	Reading Outline : Ch. 5 Reading Outline: Ch. 6
3	1/28	Gathering Materials Using Supporting Materials	Reading Outline: Ch. 7 Reading Outline : Ch. 8
4	2/02	SPEECH 1	Moodle: Speech 1 Outlines Speaker Analyses
4	2/04	SPEECH 1	Speaker Analyses
5	2/09	MARDI GRAS HOLIDAY!	
5	2/11	<i>Group 1-</i> Informative Speech <u>Assign:</u> SPEECH 2; and, Activity #2	Reading Outline: Ch. 15 Activity #2
6	2/16	<i>Group 2-</i> Organizing the Body of the Speech <i>Group 3-</i> Introductions and Conclusions	Reading Outline : Ch. 9 Reading Outline: Ch. 10
6	2/18	<u>Assign:</u> Activity#3 Impromptu Speeches	Activity#3
7	2/23	<i>Group 4-</i> Outlining the Speech (Workshop) <u>Assign:</u> Activity #4-Delivery workshop.	Reading Outline: Ch. 11

Week	Date	Topics and Readings	Assignment Deadlines
7	2/25	Delivering the Speech Midterm Review	Reading Outline: Ch. 13 Activity #4
8	3/01	MIDTERM	
8	3/03	SPEECH 2	Moodle: Speech 2 Outlines Speaker analysis
9	3/08	SPEECH 2	Speaker analysis
9	3/10	SPEECH 2	Speaker analysis
10	3/15	<i>Groups 5 & 6-</i> Speaking to Persuade Assign: SPEECH 3 Persuasive speeches.	Reading Outline: Ch. 16
10	3/17	<i>Groups 7 & 8-</i> Methods of Persuasion	Reading Outline: Ch. 17
11	3/22	Spring Break	
11	3/24	Spring Break	
12	3/29	SPEECH 3	Moodle: Speech 3 Outlines Speaker analysis
12	3/31	SPEECH 3	Speaker analysis
13	4/05	SPEECH 3	Speaker analysis
13	4/07	No Class: SSCA (I will be at a conference)	
14	4/12	No Class: SSCA (I will be at a conference)	
14	4/14	Assign: SPEECH 4: Commemorative Speeches Assign: Activity #5	
15	4/19	Delivery workshop II	Activity #5
15	4/21	SPEECH 4: Commemorative Speeches	Class: Speech 4 Outlines
16	4/26	SPEECH 4: Commemorative Speeches	
16	4/28	If we have finished Commemorative Speeches, then no class: STUDY!	
Final Exam		<u>FINAL EXAM!</u>	