

**CMST 2060 PUBLIC SPEAKING**  
**Louisiana State University**  
**Spring 2016**

**Instructor:** Hal Lambert  
**Class Times:** Tuesday / Thursday 10:30-11:50am | Coates 103  
**Office:** Coates 326  
**Email:** jlamb37@lsu.edu  
**Office Hours:** Monday 10:30-11:30am, Thursday 1:30-2:30pm or by appointment

**Required Texts:** Lucas, Stephen (2012) *The Art of Public Speaking* (11<sup>th</sup> ed.) McGraw Hill. ISBN: 9781259386343 (available for \$113 at the LSU Bookstore with the required Connect Codes).

**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 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..

**COURSE POLICIES**

**Attendance & Participation:** Your attendance and participation at each class meeting is expected. Expect to speak in front of your classmates regularly. Silence cell phones and place them in your bag or purse before entering the classroom.

**Missed Class:** If you do miss class, it is your responsibility to find out what you missed. To learn what you missed in class (including the assignment of homework, etc.), ask your peers. While I can clarify content if you make an appointment to meet me, I cannot spend time re-stating the basic plot of a missed class.

**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. 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.

**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 letters, please meet with me to discuss the provisions of those accommodations.

**Copies of work.** Students should make copies of all written work before submitting them. All assignments should be typed; no handwritten assignments will be accepted unless we do an activity in class.

**Checking e-mail.** I will regularly communicate to the whole class and to you individually, by email, so I expect you to check your tiger email regularly and respond, if necessary, immediately. E-mail messages may include attendance, upcoming assignments, guest speakers, etc. I will use only your university email when sending group e-mails so please expect messages only at that address. If you need to contact me immediately, please use the e-mail listed at the top of this syllabus.

**Use of potentially offensive language.** You will be expected to refrain from using language in class discussions and all written work that might reasonably be considered offensive to specific groups of people. Flagrant or continued disregard of this expectation will have a negative effect on my assessment of your work and may result in having your name reported to the Dean of Students for appropriate university action.

**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.

## Grades

Final grades will not be based on a curve but rather will be determined by the total points possible. 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.

### Course Assignments:

Research Participation.....	3%
Introductory Speech .....	7%
Informative Speech .....	15%
Persuasive Speech .....	18%
Commemorative Speech .....	10%
Activity Speeches .....	15%
Reading Assessments .....	10%
Midterm Exam.....	10%

**The Introductory Speech**

The introductory speech is a casual 2 minute presentation made during the first few weeks of class. It is designed to let everyone introduce themselves and speak on a familiar subject. 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**

Components: Formal outline; a 6 minute speech.

Purpose: An informative speech is intended to literally inform or “enrich” your audience about something that it already cares about but wishes to know more. An informative speech should address some issue that is either on people's minds or relates to an audience’s current interests in some way.

**The Persuasive Speech**

Components: Formal outline; a 6 minute speech.

Purpose: A persuasive speech attempts to reinforce and 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.

**The Commemorative Speech**

Components: A full-length script; a 3 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.

**Activity Speeches**

Throughout the semester, you will be required to present shorter speeches intended to give your practice with one or more specific elements of the speech-making process. These assignments are created to give you an opportunity for presenting without the accompanying potential stress of a major course grade.

**Missed Presentations and Late-Work:**

If you are absent and wish to make up an assignment due that day for full credit, you will need to give me documentation of the emergency that kept you from class. Such documents could include a doctor’s note, an obituary, a letter from a coach, etc. You must also provide an outline or written evidence within 24 hours of the due date to show that you were ready to present/submit the assignment on the day in question.

If the assignment is a speech, and you have satisfied these conditions, then you must schedule the make up within one week of the missed class.

If you are absent for a non-emergency reason, and wish to submit the assignment, you can submit it within a week of its due date for a maximum grade of a C.

**Questions about Grading:**

Final grades will be assigned as follows:

A+ ... 98-100%	A ... 93-97.9%	A - ... 90-92.9%
B + ... 87-89.9%	B ... 83-86.9%	B - ... 80-82.9%
C + ... 77-79.9%	C ... 73-76.9%	C - ... 70-72.9%
D + ... 67-69.9%	D ... 63-66.9%	D - ... 60-62.9%
F ... 0-59.9%		

The following policy will apply for issues or questions regarding the grading of assignments. **Students with an issue must wait 24 hours after receiving a grade before bringing concerns to the instructor.** Often grades and reasons for those grades are clearer after the first initial and often emotional reaction. If an issue is found, students have up to four

days after the assignment grade is issued (and 24 hour grace period) to question the grade. After four days, I will assume that there is no issue. This policy is in place to encourage you to check and verify your status in class. I try to be careful with all grading and recording, but I admit that mistakes do occur, so it is up to you to check after assignments are recorded.

If you are instructed to redo or make-up work by the instructor, you will have seven days to complete that work, after which time, the alternate assignment becomes void.

It's up to you! As with most things in life, what you put into this course will determine how much you get out of it.

Please feel free to talk to me at any time!

Assignment Details: A handout and explanation will accompany each Assignment

### **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 2 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."

### **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.

**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.	<b><u>Assign:</u> What’s in My Bag</b>
2	1/19	<b>What’s in My Bag</b> <b><u>Assign:</u> SPEECH 1- Introduction Speech</b>	
2	1/21	Chapter 2: Ethics and Public Speaking Brainstorm Speech Topics	
3	1/26	Chapter 6: Analyzing the Audience <b><u>Assign:</u> Group Outlines</b>	
3	1/28	<b>SPEECH 1</b>	<b>Speaker Analyses</b>
4	2/02	<b>SPEECH 1</b>	<b>Speaker Analyses</b>
4	2/04	Chapter 8: Supporting Your Ideas	<b>Group 1 Outline</b>
5	2/09	<b>MARDI GRAS HOLIDAY!</b>	
5	2/11	Chapter 15: Speaking to Inform <b><u>Assign:</u> SPEECH 2 – Informative Speech</b>	
6	2/16	Chapter 9: Organizing the Body of the Speech Chapter 10: Beginning and Ending the Speech	<b>Group 2 Outline</b> <b>Group 3 Outline</b>
6	2/18	Chapter 11: Outlining the Speech <b>TBA</b>	<b>Group 4 Outline</b>
7	2/23	Chapter 13: Delivery <b>TBA</b>	<b>Group 5 Outline</b>
7	2/25	Midterm Review	

<b>Week</b>	<b>Date</b>	<b>Topics and Readings</b>	<b>Assignment Deadlines</b>
8	3/01	MIDTERM	
8	3/03	<b>SPEECH 2</b>	Moodle: <b>Speech 2 Outlines</b> <b>Speaker Analyses</b>
9	3/08	<b>SPEECH 2</b>	<b>Speaker Analyses</b>
9	3/10	<b>SPEECH 2</b>	<b>Speaker Analyses</b>
10	3/15	Chapter 16: Speaking to Persuade <b>Assign: SPEECH 3 - Persuasive speeches.</b>	<b>Group 6 Outline</b>
10	3/17	Chapter 17: Methods of Persuasion Chapter 8: Supporting Your Ideas	<b>Group 7 Outline</b> <b>Group 8 Outline</b>
11	3/22	<b>Spring Break</b>	
11	3/24	<b>Spring Break</b>	
12	3/29	<b>SPEECH 3</b>	Moodle: <b>Speech 3 Outlines</b> <b>Speaker Analyses</b>
12	3/31	<b>SPEECH 3</b>	<b>Speaker Analyses</b>
13	4/05	<b>SPEECH 3</b>	<b>Speaker Analyses</b>
13	4/07	<b>No Class: SSCA</b> (I will be at a conference)	
14	4/12	<b>No Class: SSCA</b> (I will be at a conference)	
14	4/14	Chapter 18: Speaking on Special Occasions <b>Assign: SPEECH 4: Commemorative Speeches</b>	
15	4/19	Delivery Workshop	
15	4/21	<b>SPEECH 4: Commemorative Speeches</b>	Class: <b>Speech 4 Outlines</b>
16	4/26	<b>SPEECH 4: Commemorative Speeches</b>	
16	4/28	If we have finished Commemorative Speeches, then no class: STUDY!	
Final Exam		<b>FINAL EXAM!</b>	