

CMST 2060 PUBLIC SPEAKING  
Spring 2015 Sections 4 and 8  
Coates Hall 109

Instructor: Travis L Williams, MA

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Office Hours: MWF 9:30 AM – 10:30 AM (email if need to meet outside of that time)

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

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.

“We, the students, faculty, and staff of Louisiana State University Agricultural and Mechanical College, agree to uphold the following principles herein listed within this Creed in a united effort to maintain a philosophy of academic honesty, betterment and accountability for all those within the LSU community.

We, the students, vow to act honorably in all academic coursework. As such:

- 1) We agree to neither give nor receive unpermitted aid in examinations, reports, or any other work that is subject to the basis of grading.
- 2) We agree to actively take part in upholding our neighbors to such a standard prescribed in this Creed, including but not limited to, the reporting of any violations in the spirit of this Code.

We, the faculty and staff, vow to have utter confidence in the honor of all students. As such:

- 1) We agree to refrain from pursuing unreasonable precautions to prevent forms of academic dishonesty and to maintain a level of trust and honor of the students' commitment to this code.
- 2) We encourage methods of testing that foster upholding these principles listed within this Code.

Violations of these above principles will be considered a violation of this Creed. Students, faculty and staff may report any offense of this type to Student Advocacy and Accountability. Not reporting a potential violation of this Creed in itself shall not be considered a violation to this Code; however, any violation of the Tiger Creed shall be subject to the same accountability as the Code of Conduct.

The establishment of this Creed acknowledges that all students, faculty and staff of Louisiana State University and Agricultural and Mechanical College agree to commit to excellence and honor at all academic levels as well as personal integrity and responsibility.

Statement of acknowledgement of this Creed: ‘On my honor, I affirm that I have upheld the standards listed within the Tiger Creed and that my academic work is the product of my sole unaided efforts.’”

Extra Credit: No extra credit assignment will be allowed.

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.

Grades: 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:

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|--|-----|
| Research Participation Requirement ..... | 3%  |
| Introductory Speech .....                | 5%  |
| Informative Speech .....                 | 10% |
| Persuasive Speech .....                  | 10% |
| Commemorative Speech .....               | 10% |
| In Class Participation .....             | 12% |
| Reading Assessments .....                | 15% |
| Midterm Exam .....                       | 15% |
| Final Exam .....                         | 20% |

Grading

- A’s are for outstanding work that go above and beyond the minimum requirements
- B’s are commendable – slightly above minimum requirements and overall good work
- C’s are average and fully meet minimum requirements
- D’s are given for poor quality work that does not fully meet minimum requirements
- F’s are reserved for work not completed or significantly below minimum requirements

Course Policies

Respect is the number one rule in my classroom. Disrespectful behavior aimed toward a classmate will NOT be tolerated and will warrant prompt removal from the class. Our classmates will come from varied cultures and backgrounds, and each of us will bring opinions based on our own personal experiences. We will often engage in discussions, debates, and potentially controversial topics. A successful classroom will allow for open dialogue without fear of disrespect or rejection. Everyone deserves the right to be heard, whether you agree or not.

Turn off all cell phones, pagers, etc. If there is any reason you must leave your phone on (vibrate) discuss this with me **before** class. If a cell phone goes off during a presentation, the offender will

lose a letter grade on that assignment. BE COURTEOUS! If you are texting during class, you will lose participation points for the day.

In order to ensure participation, laptops may not be opened at all during instruction time. There might be days where internet resources are beneficial and on those days (and those days only) you will be allowed to use laptops; however unapproved laptop/computer usage immediately reduces points from your participation grade.

**\*Finally, always know a lack of communication or planning on your part does not justify an emergency on my part\***

### Email

Remember emails count as legal documents – thus due to FERPA laws I do not discuss grades over email to ensure legal safety for myself and the university and also guarantee your privacy granted to you by law. You can always ask questions about your grade in email but will only receive a verbal response in office hours. Email is the best way to contact me, but when emailing, note that all emails should be professional. Emails that begin with “hey” or have slang jargon or vernacular such as: “U got my grade? Ttyl lolz” will never be responded to. I check my LSU email about four times a day and you should expect a 24 hour response time – if I do not reply in 24 hours you can email me again.

### Participation

Students are expected to attend each class session, to have read the material to be covered that day, and to be prepared to participate actively and intelligently in class discussions. It is impossible to participate intelligently if one has not completed the reading assignment for the day. Your classroom participation reflects directly on your grade. Our class time is NOT designed for you to work on homework for other classes, complete the crossword puzzle, or update your Facebook status...Class participation includes attending class regularly, being on time, doing all assigned work outside of class as directed, and being prepared to take part in all in-class activities/discussions. These will include informal writing and speaking exercises, as well as large and small group discussions. Note that it is important to balance speaking and listening, to direct comments constructively to the subject at hand, and to show respect to all speakers. Dialogue facilitates critical thinking and true learning.

### Absences & Tardiness

Attendance is crucial to your participation and personal development in this course. Not only is the material covered in class important to your success, but your participation as an audience member and in the daily activities of the class is crucial for a conducive learning environment. Punctuality is important and tardiness is a distraction, therefore it will affect your participation grade. If you are late by circumstances out of your control – it is your responsibility to approach me AFTER CLASS or in office hours to discuss.

If you walk in during another student’s presentation the offender’s grade will be deducted a full letter grade. Same rule applies if a phone goes off during another student’s presentation, again a full letter grade deduction on that assignment for the offender.

### Acceptable Student Behavior

Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at LSU. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student’s conduct violated the Code of Student Conduct. The university’s expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion

groups, field trips, etc. The Code of Student Conduct can be found at <http://saa.lsu.edu/code-student-conduct>.

#### Crisis Contingency

In the event of the university closing for weather-related reasons or illness outbreak, e.g. flu, please visit the course website on Blackboard. I will provide instructions on how to turn in assignments and how the class will proceed utilizing Moodle.

#### Access Policy

We will cooperate fully with the University's Office of Disability Accommodation to provide reasonable accommodation to students who require help. Students who wish to self-identify should register with the ODA no later than the second day of class.

#### Firearms Policy

It is unlawful to bring firearms on the campus of Louisiana State University—even if you hold a licensed permit to conceal and carry, which I do.

#### 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 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* 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://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.