

CMST 2060 PUBLIC SPEAKING
Spring 2015 – Sections: 02 and 018

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| Instructor: | Patrick McElearney |
| Office: | Coates Hall 325 |
| Office Hours: | Mon. & Fri. 8:30 AM - 10:15 AM and Wed. 8:30 AM - 9:00 AM |
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| Email: | p.mcelearney.LSUCMST@gmail.com (preferred method of contact) |
| Class Times: | Section 2: MWF 7:30 AM – 8:20 AM; Section 18: 10:30 AM — 11:20 AM |
| 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, 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: 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.

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 at each class meeting is expected. 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 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 letter, please meet with me to discuss the provisions of those accommodations.

Extra Credit: No extra credit assignment will be allowed.

ASSIGNMENTS: Detailed instructions, grading rubric, and checklists will be on Moodle.

Speeches (35 percent/points):

Introducing your Topic (5 percent): 3-4 minute speech. This is the first of three speeches on your selected topic. In this first speech, you will introduce the topic and its social and/or cultural significance to the class. You must also include a group, or groups, who are already advocating or protesting the issue.

Informative Speech (10 percent): 5-7 minute informative speech on your topic that unpacks at least two sides to the issue.

Persuasive/Policy Speech (15 percent): 8-9 minute persuasive speech designed to convince and motivate your audience to take some immediate action about an important topic of social relevance.

Commemorative Speech (5 percent): 3-4 minute speech. This speech intends to
You must submit an outline to earn credit for a speech.

Speaker Analyses: are required for each day there are speeches. Grading will be determined per speech. 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 turn in a complete-sentence outline with a reference page for each major speaking assignment, and by the date and time noted on the course Calendar. *You must submit an outline to earn credit for a speech.*

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 should be formatted in accordance with MLA/APA guidelines.

Reading assessments (15 percentage/points): Reading will be assessed by chapter quizzes, which are comprised of Multiple Choice, True False, Short Answer, and/or Essay questions that cover the assigned readings.

Activities (12 percentage/points): There will be six activities, 2 percent each. Activities range from small speeches to critical thinking activities. I will discuss activities one or two classes prior to its due date.

Exams: (35 percentage/points): Midterm exam is worth 15% of your grade and the final exam is worth 20% of your grade.

Research Requirement (3 percent/points): see page four of syllabus for instructions. DEADLINE 4/28.

Grading Scale:

| Point Range | Letter Grade |
|--------------------|---------------------|
| 90-100 points | A |
| 80-89.9 points | B |
| 70-79.9 points | C |
| 60-69.9 points | D |
| < 60 points | F |

Grades: Final grades are determined by percentage and I use a 100 point scale based on your scores in the following assignments:

Course Assignments:

| | |
|----------------------------|-----|
| Research Requirement | 3% |
| Introductory Speech | 5% |
| Informative Speech | 10% |
| Persuasive Speech | 15% |
| Commemorative Speech | 5% |
| Activity Speeches | 12% |
| Reading Assessments | 15% |
| Midterm Exam | 15% |
| Final Exam | 20% |

Missed Presentations and/or Late-Work:

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. It will, however, lose two grades for being late. Meaning, you the best you can do is each class it was not presented starting with the students assigned date.

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 she/he cannot attend class the day of an assigned speech presentation, she/he is welcome to find a replacement without penalty.

Late Work: All class assignments are to be turned in on time. Outside

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 will be accepted prior to the 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, a penalty of 10% will be assessed to any late work (earlier is not 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 documentation to excuse any late work (no digital documentation). d for seeing me in my office and arranging make-up work, making every effort to make arrangements before the absence when possible. If prior is not possible, then within 2 weeks of the assignment

Research Participation Requirement (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 2 research credits during the given semester. Please note that all research learning credits must be completed and allocated by April 28, before 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.

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 or by contacting our undergraduate advisor Mr. Kent Filbel (kfilli@lsu.edu), whose hours are posted at his office, 135 Coates Hall.

COURSE SHCHEDULE (*Schedule is subject to change*):

| Week | Date | Topics and Readings | Assignment Deadlines |
|------|------|---|---|
| 1 | 1/14 | Course Overview: individual introductions; syllabus; explain grading and attendance policies; and Research Participation. Assign: Activity #1—Introduce your classmate. | |
| 1 | 1/16 | Basic Principles of Speech Communication Assign: Introducing your Topics Speech. | |
| 2 | 1/19 | Martin Luther King Holiday | |
| 2 | 1/21 | Ethics and Public Speaking Activity #1 | Reading Quiz: Ch. 2 Activity #1 |
| 2 | 1/23 | Choosing Topics and Purposes | Reading Quiz: Ch. 5 |
| 3 | 1/26 | Analyzing the Audience | Reading Quiz: Ch. 6 |
| 3 | 1/28 | Gathering Materials Using Supporting Materials | Reading Quiz: Ch. 7 & 8 (2%) |
| 3 | 1/30 | Activity #2 -Impromptu Speeches | Activity #2 |
| 4 | 2/02 | Speeches: Introducing your Topic speeches Moodle: Speech 1 Outlines | Moodle: Speech 1 Outlines Speaker Analysis |
| 4 | 2/04 | Speeches: Introducing your Topic speeches | Speaker Analysis |

| Week | Date | Topics and Readings | Assignment Deadlines |
|-------------|-------------|---|---|
| 4 | 2/06 | Speeches: Introducing your Topic speeches | Speaker Analysis |
| 5 | 2/09 | Informative Speaking Assign: informative speeches. | Reading Quiz: Ch. 15 |
| 5 | 2/11 | Organizing the Body of the Speech Introductions and Conclusions | Reading Quiz: Ch. 9 & 10 (2%) |
| 5 | 2/13 | Outlining the Speech | Reading Quiz: Ch. 11 |
| 6 | 2/16 | Mardi Gras Holiday | |
| 6 | 2/18 | Delivering the Speech Activity #3- Delivery workshop | Reading Quiz: Ch. 13 Activity #3 |
| 6 | 2/20 | Speeches: Informative speeches Moodle: Speech 2 Outlines | Moodle: Speech 2 Outlines Speaker analysis |
| 7 | 2/23 | Speeches: Informative speeches | Speaker analysis |
| 7 | 2/25 | Speeches: Informative speeches | Speaker analysis |
| 7 | 2/27 | Speeches: Informative speeches | Speaker analysis |
| 8 | 3/02 | Speeches: Informative speeches | Speaker analysis |
| 8 | 3/04 | Speeches: Informative speeches | Speaker analysis |
| 8 | 3/06 | Speeches: Informative speeches Midterm Review | Speaker analysis |
| 9 | 3/09 | Midterm Exam | Midterm Exam |
| 9 | 3/11 | Speaking to Persuade Assign: Persuasive speeches. | Reading Quiz: Ch. 16 (pp. 299-309) |
| 9 | 3/13 | Speaking to Persuade (continued) Activity#4 Fallacies | Reading Quiz: Ch. 16 (pp. 309-323) Activity#4 |
| 10 | 3/16 | Methods of Persuasion | Reading Quiz: Ch. 17 (pp. 325-333) |
| 10 | 3/18 | Methods of Persuasion (continued) | Reading Quiz: Ch. 17 (pp. 334-351) |
| 10 | 3/20 | Using Visual Aids Activity #5- Delivery workshop 2 | Reading Quiz: Ch. 14 Activity #5 |
| 11 | 3/23 | Speeches: Persuasive speeches Moodle: Speech 3 outlines | Moodle: Speech 3 outlines Speaker analysis |
| 11 | 3/25 | Speeches: Persuasive speeches | Speaker analysis |
| 11 | 3/27 | Speeches: Persuasive speeches | Speaker analysis |
| 12 | 3/30 | Speeches: Persuasive speeches | Speaker analysis |

| Week | Date | Topics and Readings | Assignment Deadlines |
|-------------|-------------|--|---|
| 12 | 4/01 | Speeches: Persuasive speeches | Speaker analysis |
| 12 | 4/03 | Spring Break | |
| 13 | 4/06 | Spring Break | |
| 13 | 4/08 | Spring Break | |
| 13 | 4/10 | Spring Break | |
| 14 | 4/13 | No Class: I will be at SSCA Conference | |
| 14 | 4/15 | Speeches: Persuasive speeches | Speaker analysis |
| 14 | 4/17 | Speeches: Persuasive speeches | Speaker analysis |
| 15 | 4/20 | <u>Assign:</u> Commemorative Speeches Activity #6 | |
| 15 | 4/22 | Activity #6: --Rhetorical Analysis | Activity #6 |
| 15 | 4/24 | Final Exam Review | |
| 16 | 4/26 | Speeches: Commemorative Speeches Moodle: Speech 4 outlines | Moodle: Speech 4 outlines Speaker Analysis |
| 16 | 4/29 | Speeches: Commemorative Speeches | Speaker Analysis |
| 16 | 5/01 | Speeches: Commemorative Speeches | Speaker Analysis |
| Final Exam | | <u>FINAL EXAM DAY:</u> Section 2 (7:30 AM): 5:30 PM – 7:30 PM, 5/06 Section 18 (10:30 AM): 7:30AM-9:30 AM, 5/09 | |