

## CMST 2060 Public Speaking

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**Course Materials:** Lucas, Stephen. *The Art of Public Speaking*. McGraw Hill (11<sup>th</sup> Edition). One two-pocket folder for handing in speech materials.

**Course Description:** 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.

**Office Hours:** 8:30am-10:30am Tuesday and Thursday; or by appointment. To make an appointment, either see me after class or email me. Note: I generally respond to emails during normal business hours 8:00am- 5:00pm. If you need a response the same day, it is best to get the message to me before noon. While I always attempt to meet with students whenever possible, it is most helpful to have **twenty-four hours advance notice** before your desired meeting time.

**Absences/Late Work:** Please inform me ahead of time if you will miss a speech day. Excusable reasons for missing are listed in the LSU Excused Absence Statement. Under these circumstances, I will work with you to determine the appropriate way to make up missed assignments; for speeches either on another day during the same round, or during my office hours in front of myself and other Public Speaking instructors. If you must miss, you must provide me with either an outline or a script of your speech within

twenty-four hours of missing the presentation and schedule a make up within one week of the absence.

Missed speeches that are not accompanied by proof of excused absence may be made up within one week of the original speech day for the **maximum grade of a C (70)**. Those who miss a speech due to an unexcused absence must schedule their make-up within twenty-four hours to be allowed to make up the speech.

Other course assignments will be due in-class unless otherwise stated. All assignments are due on the dates specified. After that point, work will **no longer be accepted** without proof of extenuating circumstances (see above).

**Remember:** “Class attendance is the responsibility of the student. The student is expected to attend all classes. A student who finds it necessary to miss class assumes responsibility for making up examinations, obtaining lecture notes, and otherwise compensating for what may have been missed. The student is responsible for providing reasonable advance notification and appropriate documentation of the reason for the absence.”

#### **Other Course Policies:**

1. I understand that certain things may necessitate leaving class early. If such an event occurs, please let me know before class that day and try to sit near a door so that your departure does not disturb other students.
2. Do not use your phone during the class. Please turn your ringtone off to avoid distracting other students.
3. On speech days, personal computers, tablets, and similar devices are not allowed.
4. Be on time. Public speaking is an art. Do not disrupt your classmate's speech delivery with your late arrival.
5. Questions about grades should be made within one week of the assignment being returned. Students should wait 24 hours after receiving a grade before asking questions or appealing grades. You should make an appointment to meet with me in my office to discuss a grade or submit typed written questions.

#### **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 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 April 28 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 <http://lsuhumanresearch.sona-systems.com/>. 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 once logged in can be found on the homepage of the Department of Communication Studies. Go to <http://www.lsu.edu/cmst> Then 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.

**Academic Misconduct:** 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.

**Students with 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.

**Point Breakdown:** The overall course is worth 1000 points. Different categories of assignments are worth different amounts of your overall grade, as follows:

<b>Course Assignment</b>	<b>Percentage of the Grade</b>	<b>Maximum Points</b>
Research participation	3%	30
Introduction Speech	5%	50
Informative Speech	20%	200
Persuasive Speech	20%	200
Commemorative Speech	10%	100
Class Participation	7%	70
Peer Critiques	5%	50
Class Assignments	3%	30
Quizzes	7%	70
Midterm Exam	10%	100
Final Exam	10%	100

**Assignment Notes**

*Class Participation:* Attending class, doing the assigned readings prior to class, and participating in classroom discussions and activities are expected of you. Doing that will earn you an average grade (70%) in Participation. To excel in participation, you should consider posing questions that you have after the readings, bring examples of the concepts discussed in the readings that you find in popular culture or in political discourses. As well, you can also submit comments/questions before or after class as a contribution to the class discussion. The two greatest ways to lose participation points are not showing up on speech days and being on your cell phone/laptop while your classmates are speaking.

## Anticipated Course Schedule

<b>Day</b>	<b>Material</b>	<b>Of Interest</b>	<b>Homework</b>
Th 1/15	Course Introduction		Read Ch.1,2,10
T 1/20	Speaking, Ethics, Intro/Conclusion		Read Ch. 4, hw-ch.10
Th 1/22	Giving Your First Speech		Read Ch. 11,13 , Delivery Analysis Essay
T 1/27	Outline/Delivery		Introduction Outline
Th 1/29	Intro Speech Preparation, Pods and Speaking Signup	Quiz 1	
T 2/3	Intro Speech	Speech Day	Colleague Critique Due
Th 2/5	Intro Speech	Speech Day	Colleague Critique Due Read Ch. 15/group presentation
T 2/10	Speaking To Inform		Read Ch. 5,9
Th 2/12	Selecting Topic & Purpose, Organizing Speech	Quiz 2	Read Ch. 7,8
T 2/17	NO CLASS		
Th 2/19	Gathering Materials, Supporting Your Ideas		Informative Speech Outline
T 2/24	Informative Speech Preparation, Speaking Sign Up, Pods	Quiz 3	
Th 2/26	Informative Speech	Speech Day	Colleague Critique
T 3/3	Informative Speech	Speech Day	Colleague Critique
Th 3/5	Informative Speech	Speech Day	Colleague Critique, Read Ch. 16/group presentation
T 3/10	Speaking To Persuade		
Th 3/12	Midterm Exam		Read Ch. 17, Read ethos
T 3/17	Methods of Persuasion-Ethos		Read Pathos
Th 3/19	Methods of Persuasion-Pathos		Speech Outline
T 3/24	Persuasive Speech Preparation	Quiz 4	

<b>Th 3/26</b>	<b>Persuasive Speech</b>	<b>Speech Day</b>	<b>Colleague Critique</b>
<b>T 3/31</b>	<b>Persuasive Speech</b>	<b>Speech Day</b>	<b>Colleague Critique</b>
<b>Th 4/2</b>	<b>Persuasive Speech</b>	<b>Speech Day</b>	<b>Colleague Critique, Read Ch. 12</b>
<b>T 4/7</b>	<b>NO CLASS</b>		
<b>Th 4/9</b>	<b>NO CLASS</b>		
<b>T 4/14</b>	<b>Using Language</b>		<b>Read Ch. 18/group presentation</b>
<b>Th 4/16</b>	<b>Speaking On Special Occasions</b>	<b>Quiz 5</b>	<b>Commemorative Speech Outline</b>
<b>T 4/21</b>	<b>Commemorative Speech Preparation</b>		
<b>Th 4/23</b>	<b>Commemorative Speech</b>	<b>Speech Day</b>	<b>Colleague Critique</b>
<b>T 4/28</b>	<b>Commemorative Speech</b>	<b>Speech Day</b>	<b>Colleague Critique</b>
<b>Th 4/30</b>	<b>Commemorative Speech</b>	<b>Speech Day</b>	<b>Colleague Critique</b>
<b>FINALS WEEK</b>			

### **Criteria Used for Evaluating Speeches**

The *average speech* (grade C) should meet the following criteria:

1. Conform to the kind of speech assigned—informative, persuasive, etc.
2. Be ready for presentation on the assigned date
3. Conform to the time limit
4. Fulfill any special requirements of the assignment—preparing an outline, using visual aids, conducting an interview, etc.
5. Have a clear specific purpose and central idea
6. Have an identifiable introduction, body, and conclusion
7. Show reasonable directness and competence in delivery
8. Be free of serious errors in grammar, pronunciation, and word usage

The *above average speech* (grade B) should meet the preceding criteria and also:

1. Deal with a challenging topic
2. Fulfill all major functions of a speech introduction and conclusion
3. Display clear organization of main points and supporting materials
4. Support main points with evidence that meets the tests of accuracy, relevance, objectivity, and sufficiency
5. Exhibit proficient use of connectives—transitions, internal previews, internal summaries, and signposts
6. Be delivered skillfully enough so as not to distract attention from the speaker's message

The *superior speech* (grade A) should meet all the preceding criteria and also:

1. Constitute a genuine contribution by the speaker to the knowledge or beliefs of the audience
2. Sustain positive interest, feeling, and/or commitment among the audience
3. Contain elements of vividness and special interest in the use of language
4. Be delivered in a fluent, polished manner that strengthens the impact of the speaker's message

