

# Louisiana State University

## CMST 2060 – Public Speaking Online

**Instructor:** Gwen Zywicke

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**Office Hours:** MWF 10:30 – 12:15

**Textbook:** The Art of Public Speaking, eleventh edition, Stephen E. Lucas

**Course Description:** CMST 2060 Online is structured to help you develop the knowledge, skills, and attitudes needed for effective communication. The course focuses on concepts related to the communication process and on ways of improving your oral communication, with special emphasis on public speaking and presentation skills. Students will be required to complete peer speech evaluations.

**Course Objectives:** Upon successful completion of CMST 2060, students should be able to:

- Improve strategic reading skills through the analysis of research sources used in public speeches.
- Research, develop and organize ideas for oral presentations with ethical responsibility.
- Deliver speeches with a measure of poise and confidence.
- Understand own speaking ability.
- Present speeches extemporaneously-practiced and rehearsed but delivered from limited notes.
- Use the voice as a creative instrument in the communication process.
- Give a rationale for the use of Standard American English in spoken language and be able to demonstrate this skill in a speech.

### **Student Expectations:**

- Students are responsible for keeping up with emails, textbook readings and Power Points. All information from materials should be incorporated into student assignments and speeches.
- Students must also keep up with assignments in the course calendar. **No late assignments will be accepted.** Each assignment is due at 10 p.m. on the date listed in the course calendar.
- Technology is not taught in this course. Students must be proficient in technology in order to successfully navigate this course.
- All recorded assignments must have good quality video, audio and lighting.

- The camera angle should always face the student.
- Assignments will be posted on YouTube, set to **unavailable** NOT private.
- Students must post **hyperlinks** on corresponding Moodle forums. If you do not know how to create a hyperlink look it up on YouTube. Failure to provide hyperlinks will result in a zero for that grade.
- When emailing instructor, please include the course section number.

**Grading:** Grading for this course will be as follows:

**Speeches:**

Introductory	7%	2-3 minutes
Informative	15%	5-6 minutes
Persuasive	25%	6-7 minutes
Special Occasion	10%	3-4 minutes

**Exams:**

Midterm	10%
Final	10%

**Assignments:** 20%

**Research Requirement:** 3%

**Speeches**

Individual speech assignment requirements are posted in Moodle. Evaluation criteria are provided. Students should refer to assignment requirements, evaluation sheets and speech grading standards (posted on Moodle) when preparing speeches. Students will meet in the classroom setting for three of the four required speeches. All speeches must be completed to pass the course. Outlines must be provided for Informative and Persuasive speeches. A sample outline is posted on Moodle and should be used as a template. Students must dress appropriately for all speech (business casual – no shorts, t-shirts, sweatshirts or jeans). Your speech grades are not an average of the numbers on your evaluation sheets. Grades are based on the criteria met in your **speech grading standards** sheet (in Moodle), how well you met the **assignment requirements** stated in your assignment sheets (in Moodle), how well you met the evaluation criteria on your **evaluation sheets** (in Moodle), and how well you incorporated the material you learned from your **textbook material and PowerPoints** into your speeches.

## Exams

Midterm and final exams will be based on the material from the textbook, PowerPoint presentations, course exercises/assignments and lectures sent via email. Your final is not comprehensive.

## Assignments

Students will be provided with basic assignment guidelines. Students are encouraged to use creativity in their assignments, but must follow assignment requirements. Late assignments will not be accepted.

## Research Requirement

Another required assignment will be to participate in University research.

The material you learn in this course is the product of research. The goal of the research learning requirement is to help you 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 two research credits. Students can fulfill this 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 improved 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.

**\*All research learning credits must be completed by Wednesday, April 29.**

\*\*All available options to earn credits are posted at:

<http://lsuhumanresearch.sona-systems.com/> Students will need to request an account then log on to see the options available. Check the system regularly for updated information to fit interests and availabilities. Information about how to navigate the system (once logged in) can be found on the homepage of the Department of Communication Studies. Please create an account within the first week of classes. Students must be sure to attend options once chosen. Failure to show up twice during a semester will result in restrictions to the system and inability to complete research learning requirements.

## Evaluations

All students will evaluate speeches during class meetings.

**Academic Integrity:** Academic dishonesty, including any form of plagiarism and/or cheating, will not be permitted. If there is evidence of any deliberate violation of academic integrity, such as cheating or plagiarizing, the student will fail that assignment. A second violation will result in course failure.

**Americans with Disabilities Act:** If a student has a disability that qualifies under the Americans with Disabilities Act and requires accommodations, he/she should contact the Office of Disability Affairs (112 Johnson Hall) so that accommodations may be arranged. After receiving accommodation letters, please contact the instructor to discuss the provisions as soon as possible.

**Course Calendar:** Please use the following course calendar as a guide to when material should be covered as well as when your assignments/speeches are due.

Module	Date	Course Material	Assignments
One	Jan 14	Syllabus, Introduction PowerPoint	Read Ch 1, 2, 3, 4, 10 Review Power Points, Review Introductory Speech Assignment, prepare speech
	Jan 28	First Course Meeting – Introductory Speeches and evaluations	Read Ch 15, 5, 6, 7 Prepare Assignment 1
	Feb 4	Assignment 1 due	Read Ch 8, 9

Two	Feb 11	Informative Speech Topics Due Post on Moodle	Read Ch 11, 12
	Feb 18	Assignment 2 due	Ch 13, 14 Prepare Informative Speeches
	Feb 25	Second Course Meeting- Informative Speeches and evaluations	Review for Midterm
	Mar 4	Midterm-Online	Ch 16, 17
	Mar 4	Persuasive Speech Topics Due	Prepare Assignment 3
Three	Mar 11	Assignment 3 due	Prepare Assignment 4
	Mar 18	Assignment 4 due	Prepare Persuasive Speeches
	Mar 25	Third Class Meeting – Persuasive Speeches and Evaluations	Ch 18, 19 Prepare Special Occasion Speeches
Four	Apr 1	Special Occasion Speeches Due	Review for Final
	Apr 22	Final-Online	

**Assignments:**

1. Assignment 1 – Each student will complete #1 under Exercises for Critical Thinking on page 203. Students will give a brief example of how they would relate each of those topics to their audience. Post the hyperlink on Moodle. Entire assignment should be no more than 2-3 minutes.

2. Assignment 2 – Students will complete the outlining activity posted in Moodle. Students may work together or alone on this assignment. Submit answers, numbers only, in Moodle. Posting the Roman and Arabic numerals are not necessary, just student responses in order.

**3. Assignment 3 – Each student will complete #1 under Exercises for Critical Thinking on page 322. Discuss your responses to the questions posed in that exercise and post the hyperlink on Moodle. Post should be 2-3 minutes total.**

**4. Assignment 4 – Each student will complete #4 under Exercises for Critical Thinking on page 351. Choose specific examples of the speech that you believed to be effective and some you believed to be ineffective. Discuss both effective and ineffective aspects of the speech and post your hyperlink on Moodle. Post should be between 3-4 minutes.**

**5. Special Occasion Speech – Choose a special occasion speech and follow requirements. This speech can be real or fictional. Dress appropriately for the occasion. Use visual aids and props to help establish tone, and situate yourself in an appropriate setting. Five audience members required. Scan audience before speech then focus camera on speaker for entire speech. Post hyperlink on Moodle. Speech should be 3-4 minutes in length.**