

CMST 2060 PUBLIC SPEAKING  
Fall 2015 – Section 40  
T/TR, 10:30-11:50, 130 Coates Hall

**Professor:** William Saas  
**Office:** 216 Coates Hall  
**Email:** [wsaas@lsu.edu](mailto:wsaas@lsu.edu)  
**Office Hours:** Tuesday 1:30-2:30, or by appointment

**Required Texts:** Lucas, Stephen (11<sup>th</sup> Edition) *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 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.

**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 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. More information about each of the assignments will be released at the appropriate time during the semester.

Course Assignments:

Professional & Introductory e-mails .....	2%
Research Requirement .....	3%
Class Kickoff .....	5%
Oral Interpretation.....	5%
Participation .....	15%
Commemorative Speech .....	15%
TED Memo .....	5%
TED Outline .....	5%
TED Peer Review .....	10%
TED Practice Diary.....	10%
TED Talk .....	20%
TEDxLSU Application Video.....	5%

A+ ... 970-1000 points
A ... 930-969 points
A - ... 900-929 points
B + ... 870-899 points
B ... 830-869 points
B - ... 800-829 points
C + ... 770-799 points
C ... 730-769 points
C - ... 700-729 points
D + ... 670-699 points
D ... 630-669 points
D - ... 600-629 points
F ... 0-599 points

Missed Presentations and Late-Work:

If a student is absent the day she/he is scheduled to speak and has not made prior arrangements with the 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 assignment, the speech may be made up with the grade averaged in with the zero score.

If you are unable to make a scheduled speech time, you may still receive full credit for speech outlines if they are submitted 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 can find a replacement without penalty.

Late Work:

Major class assignments are to be turned in by the time class starts on the day that they are due.

Assignments will not receive credit if turned in after the end of class on the day that they are due. Any work turned in during class time will be considered late and will automatically be reduced by one letter

grade. *In other words if you arrive late to class, the assignment is late and will automatically be penalized one half letter grade.*

In the same sense, 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.

If you miss a speech presentation, you will be allowed to make up the presentation for partial credit on the final day of class during the semester if time permits (see above).

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 meeting an important deadline. The same should be true for this class.

*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 5% will be assessed to any late work. If you miss work due to a university approved absence, you will be responsible for providing documentation to confirm the excused dates and for coordinating make-up work, making every effort to make arrangements before the absence when possible.

#### 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 December 1 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.”

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).

#### 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.

#### 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.

**Group work:** In the second week of class you will become part of a “working group,” comprised of you and three or four other classmates. You will meet with this group routinely throughout the semester to brainstorm ideas and to workshop rough drafts of speech outlines. You and your group will also meet with me two times during the semester, before both the informative and persuasive speeches.

## COURSE SCHEDULE

*“An eloquent [being] must speak so as to teach, to delight, and to persuade.”*

### **8/25: Why are we here?**

*Class kickoff sign-up*

*Professional e-mail assigned*

### **8/27: The Art of Introduction**

Read: Chapter 4: Giving your First Speech (L); Anders “Tech’s Hottest Ticket”; Luscombe, “Do We Need”; Andrews, “What Do Employers Want?” (M)

*Professional e-mail due!*

*Introductory speech assigned*

*Oral Interpretation assigned*

*\*Form Working Groups\**

### **9/1: Introductory Speeches, Take One**

Read: Sanwai, “E-mail Introduction Etiquette” (M)

### **9/3: Introductory Speeches, Take Two**

*Double Opt-in Introductory e-mail due!*

### **9/8: Introducing TED**

On genre, audience, and the uses of free speech.

Visit from Melissa Thompson

*TED Talk Assigned*

### **9/10: Inventing an Idea “Worth Spreading”**

Chapter 15: Speaking to Inform (L); Chapter 5: Choosing Topics and Purposes

Watch: Bryan McCann, “The Mark of Criminality” (M)

### **9/15: Oral Interpretations**

### **9/17: Practice Day: Attention getting, impression leaving**

Chapter 10: Introductions and Conclusions (L)

Watch: Tracy Stephenson Shaffer, “The Evolution of King Kong” (M)

*TED Memo Due*

### **9/22: Arrangement: Sketching Out the Talk**

Chapter 11: Outlining the Speech (L)

Impromptu speeches

*Oral Interpretation Evaluations Due*

### **9/24: Practice Day: Putting Your Speech Together**

Chapter 9: Organizing the Body of the Speech (L)

Watch: Ristroph, “22 Tons of Knowledge” (M)

### **9/29: Style: Punching Up Your Draft**

Chapter 12: “Using Language Effectively” (L)

**10/1: Practice Day: On Sally selling sea shells by the seashore, and other vital news stories**

Watch: Gray, “Music is a Connector” (M)

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**10/6: Memory: Getting to Know Your Draft***TED Outline Due***10/8: Practice Day: Intrigue in the House of Memory**

Watch: Josh Foer, “Feats of Memory Anyone Can Do” (M); Helm, “How to Give a Great TED Talk” (M)

**10/13: Delivery: Getting Conversational****10/15: Practice Day**

Watch: Will, “How to Sound Smart in your TEDx Talk” (M); Bratton, “What’s Wrong with TED?” (M)

*TED Peer Review Due***10/20: Visual Aids and Non-verbals****10/22: Practice Day: Working with Visuals**

Watch: McKee, “Combating Coastal Land Loss” (M)

**10/27: Outline Workshop****10/29: Delivery Workshop***TED Practice Diary Due***11/3: TED Talks****11/5: TED Talks****11/10: TED Talks****11/12: TED Debrief; Introduction to Commemorative Speaking**

On the commemorative situation.

Read: Chapter 18, “Commemorative Speaking” (L)

*Commemorative Speech assigned.**Commemorative Speech dates sign-ups.***11/17: Commemorative Speaking: Three Cheers for Day Two.**

On getting poetic.

**11/19: Commemorative Speech Workshop, Day 1****11/24: Commemorative Speech Workshop, Day 2****11/26: THANKSGIVING – NO CLASS****12/1: Commemorative Speeches****12/3: Commemorative Speeches***TEDxLSU Application Videos Due*

**12/7, 10:00 a.m. to Noon: Final Exam Period**