

# CMST 2060-16 PUBLIC SPEAKING<sup>1</sup>

Spring 2017, 10:30-11:30, 225 Coates

Dr. Jean “Renee” Edwards

Office Hours: MW 2:30-3:30; also by appointment or when my door is open

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## Welcome!<sup>2</sup>

Public Speaking is required for students in many majors because ALL college students need excellent oral communication skills.

- **Academics** – In coursework across campus, students need to contribute in large lectures, present their research in classes or at conferences, and present their work in groups. If they continue to graduate school, the need for great speaking skills only increases.
- **Professions** – In every profession, college graduates need excellent communication skills. Just take a look at the classified ads; employers are looking for new employees who are well trained in their disciplines and who can communicate that knowledge to clients and peers.
- **Citizenship** – Those same skills are necessary for effective participation in the community – for presenting to City Council, a fund-raising appeal for the PTA, or a protest to the judge when a speeding fine has been imposed!

Public Speaking is important for your academic and professional success! This course is designed to help you build skills in your communication with audiences—whether they are your classmates, employers, clients, or fellow citizens.

You’ve probably had some experience with speaking in public, such as presenting a report to the members of a club or accepting a trophy at a sports banquet. This course will help you build skills and confidence as you explore strategies for creating and delivering effective speeches.

## 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.*

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<sup>1</sup> Many thanks and much credit for ideas and language in this syllabus go to Dr. Ashley Jones-Bodie, Dr. Danielle McGeough, Dr. Annemarie Galeucia, Dr. Bonnie McDonald.

<sup>2</sup> Many thanks and much credit for this welcome statement go to Ms. Kayla Halstrup

As a result of this course, students should:

- Understand the principles of rhetoric and effectively utilize them in crafting well researched, reasoned, and appealing speeches.
- 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.
- Effectively and critically evaluate message/speech content and delivery, both when examining one's own work as well as that of others.
- Understand and utilize the verbal and nonverbal elements essential for exemplary speech delivery.
- Analyze and discuss speeches of historical, political and social significance.
- Examine one's own biases as listeners, classroom community members, and consumers of information.

To achieve these goals, we will perform assignments and activities that provide you the opportunity to:

- Practice various speech composition and delivery techniques in many informal "activity" speeches.
- Research, draft, get feedback on, edit, and deliver four original formal speeches.
- Learn principles and theories concerning public speaking goals including introduction, information-sharing, and persuasion
- Practice critical and empathetic listening skills
- Practice giving and incorporating useful feedback to and from peers.

## REQUIRED MATERIALS

- Lucas, S. E. (2015). *The art of public speaking* (12<sup>th</sup> ed.). New York: McGraw Hill.
- SD Memory Card (for recording your speeches)
  - You will need one general SD Memory Card with at least 2GB of space (any SD, SDHC, or SDXC card will work. You should be able to purchase one with much more space for around \$10.
- For most major speaking assignment, you will turn in a typed outline, list of sources, your SD card, and a copy of the rubric for that particular speaking assignment. Rubrics will be posted on Moodle.

## COURSE ASSIGNMENTS

4 MAJOR SPEECHES (50% of overall course grade):

Introductory Speech .....	5% - 50 points
Informative Speech .....	15% - 150 points
Persuasive Speech .....	20% - 200 points
Commemorative Speech .....	10% - 100 points

A portion of each of the four major speech assignments will be based upon written components (Speech Outlines, Speech Self-Evaluations, etc.) in addition to an in-class presentation component.

Research Participation Requirement.3% - 30 points  
 Activity-Speeches ..... 10% - 100 points  
 Reading Assessments ..... 7% - 70 points

EXAMS (0% of overall course grade):

Midterm Exam ..... 15% - 150 points  
 Final Exam ..... 15% - 150 points

Your final grade will be based on your total score at the end of the semester.

**Four Major Speeches.** Detailed assignments for each major speech will be posted in full on Moodle along with grade sheets (rubrics) and instructions for self-evaluation. You will be allowed to use one or two note cards for the first three speech assignments. Using extensive notes and reading heavily from your card will result in the **maximum** grade of an 80 B-.

**Introductory Speech.** 3 to 4 minute, narrative-based, extemporaneous speech addressing one of your important qualities, hobbies, or interests.

**Informative Speech.** 5 to 6 minute, informative, extemporaneous speech based primarily on a well-documented, scholarly, nonfiction book you purchase or get from the library. Your selection of this book is very important because it will be a primary source of information for this speech and the persuasive speech. You should choose a book that looks interesting to you and includes references. **I must approve your book before you can use it.**

**Persuasive Speech.** 6 to 7 minute, persuasive, extemporaneous speech on a topic that comes from your book. You will provide arguments based on evidence and reasoning to convince your audience about some particular position or action.

**Commemorative Speech.** 2 to 3 minute, commemorative or open topic speech you will write and deliver with a manuscript in hand. Several creative language devices will be required.

**Activity Speeches.** This grade will be based on in-class attendance, participation, homework, and activities. Students will be expected to provide critiques of their own and classmates' speeches, present short prepared and impromptu speaking assignments, etc. Grades of 0 will be recorded on days that students have unexcused absences. Moodle will drop the three lowest grades.

**Reading Assessments.** You will use the learning resources available in Connect to demonstrate that you understand material in the textbook. For the first couple of chapters, you will use the chapter-based learning process for these assessments. After that, you will take Connect-based quizzes after reading each chapter. The publisher claims that if you continue using the chapter-based processes, you will learn more from each chapter and score about one letter grade higher than if you do not use the resources.

**Midterm and Final Exams.** The midterm and final exams will be primarily multiple choice, true-false, and short-answer “objective” exams based primarily on the textbook. They may also include one or two essay questions.

**Research Participation.** You will participate in up to 2 hours of communication research (see below).

### Grading Scale

A+ ... 970-1000 points = 97-100% A ... 930-969 points = 93-96.9% A - ... 900-929 points = 90-92.9%	<b>A = Excellence;</b> Distinguished mastery of course material, exhibited by exceptionally well-prepared completion of assignments, demonstrating superior effort, and understanding of principles
B + ... 870-899 points = 87-89.9% B ... 830-869 points = 83-86.9% B - ... 800-829 points = 80-82.9%	<b>B = Noteworthiness;</b> good mastery of course material, exhibited by above average preparation of assignments, demonstrating original application of course materials
C + ... 770-799 points = 77-79.9% C ... 730-769 points = 73-76.9% C - ... 700-729 points = 70-72.9%	<b>C = Acceptability;</b> Sufficient mastery of course material, exhibited by satisfactory completion of assignments, demonstrating basic preparation and correct techniques
D + ... 670-699 points = 67-69.9% D ... 630-669 points = 63-66.9% D - ... 600-629 points = 60-62.9%	<b>D = Deficiency;</b> Inadequate grasp of course materials, exhibited by incomplete preparation of assignments, significant tardiness, poor comprehension of material
F ... 0-599 points = 0-59.9%	<b>F = Unacceptability;</b> Failure to complete the assigned work during the scheduled time or to meet the academic standards of university-level work

### COURSE SCHEDULE (very tentative; see Moodle for current version)

	Topic	For this day, read or submit
1. Aug 21	Intro to class and each other	Syllabus
2. Aug 23	Basic Principles of Speech Communication	Chapters 1 and 4
3. Aug 25	Ethics and Public Speaking	Chapter 2
4. Aug 28	Introductory Speeches	
5. Aug 30	Introductory Speeches	
6. Sept 1	Speaking to inform	Chapter 15
7. Sept 4	Choosing topics and purposes	Chapter 5
8. Sept 6	Analyzing the audience	Chapter 6
9. Sept 8	Organizing the body of the speech	Chapter 9
10. Sept 11	Introductions, conclusions	Chapter 10
11. Sept 13	Outlining the speech	Chapter 11
12. Sept 15	Delivering the speech	Chapter 13
13. Sept 18	Using visual aids	Chapter 14

14. Sept 20	Informative speeches	Speech outlines and sources; rubric
15. Sept 22	Informative speeches	
16. Sept 25	Informative speeches	
17. Sept 27	Informative speeches	
18. Sept 29	Review	
19. Oct 2	Midterm Exam	
20. Oct 4	Intro to persuasive speaking	Chapter 16
21. Oct 6	Gathering materials	Chapter 7
22. Oct 9	Flex day	
23. Oct 11	No class, online assignment SCIP	
24. Oct 13	Using supporting materials	Chapter 8
25. Oct 16	Methods of persuasion	Chapter 17
26. Oct 18	Analysis of persuasive speeches	A5-A9
27. Oct 20	Fall Holiday Oct 20	
28. Oct 23	Listening	Chapter 3
29. Oct 25	Persuasive speeches	Speech outlines and sources, rubric
30. Oct 27	Persuasive speeches	
31. Oct 30	Persuasive speeches	
32. Nov 1	Persuasive speeches	
33. Nov 3	Persuasive speeches	
34. Nov 6	Commemorative speaking	Chapter 18, especially pp. 364-367
35. Nov 8	Using language effectively	Chapter 12
36. Nov 10	Online speaking assignment	
37. Nov 13	Commemorative speeches	Manuscript of speech, rubric
38. Nov 15	Commemorative speeches	
39. Nov 17	No class, NCA convention	
40. Nov 20	Online speeches	
41. Nov 22	Thanksgiving break	
42. Nov 24	Thanksgiving break	
43. Nov 27	Online speeches	Nomination for best online speech
44. Nov 29	Reviewing online speeches	
45. Dec 1	Review for final	
FRIDAY, DECEMBER 8, 10:00-NOON: FINAL EXAM		

### **COURSE POLICIES** (adapted slightly from Dr. Bonnie McDonald, 2060 course director).

Attendance & Participation: This is a highly interactive, activity-based course and attendance at each class meeting is expected. This class is very much about practicing the skill of public speaking live and in person. If you anticipate missing a lot of class, this is not the right section of this course for you. **In this MWF course, you are allowed three no-questions asked “freebie” days—these include family emergencies or events, car trouble, and other unexcused absences. Freebies may not be used for days when you are speaking or have an assignment due. On those days, you will be penalized on the assignment.** After the freebies are used, absences will be counted against your grade in the course as part of the Speech Activities grade. You are expected to attend on days your

peers give speeches. Blatant disrespect or inattention during peer speeches will result in significant deductions from your own speech grades, up to 10 points per listening-day.

**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 (although it has also made it rather easy to test for plagiarized work). 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 speech is considered as plagiarized in part or entirely if you do any of the following:

- Submit a paper or speech that was written by someone other than you.
- Submit a paper or speech 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 or speech 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.

## **Moodle**

Grades will be recorded in Moodle - you should check it regularly to make sure it is accurate. You must notify me of any problem within three days of grades being recorded. Missing grades will count as “zero.”

## **Workload**

Students are expected, in addition to time spent in class, to spend a minimum of an additional 6 hours per week reading and thinking about material and putting forth effort toward the completion of course assignments. Thus, students are expected to devote at least 9 hours per week toward the successful completion of CMST 4114; exemplary performance will likely require additional time and/or effort.

## **Notice**

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.

**Extra Credit** No extra credit assignments will be allowed.

## Missed Speeches and Late-Work

If you are not here on the day your speech is assigned, you will need an excused absence in order to give it the next class period without a penalty. If your absence is not excused, there will be a penalty of 10% or one letter grade. Similarly, assignments are due at the beginning of the class for which they are assigned. Late work will be penalized 5% if it is turned in later that same day and 10% if it is turned in by the beginning of the next class. Assignments will not be accepted if they are not turned in by the class period following the due date. Documentation for excused absences must be submitted within a one-week along with the missed assignment.

## RESEARCH PARTICIPATION

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, November 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 <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).

## **LSU COMMITMENT TO COMMUNITY**

The LSU Commitment to Community provides a guiding ethos to the University community. Students are encouraged to exemplify the Commitment to Community in their daily lives.

Louisiana State University 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.

It is a community that fosters individual development and the creation of bonds that transcend the time spent within its gates.

To demonstrate my pride in LSU, as a member of its community, I will:

- accept responsibility for my actions;
- hold myself and others to the highest standards of academic, personal, and social integrity;
- practice justice, equality, and compassion in human relations;
- respect the dignity of all persons and accept individual differences;
- respect the environment and the rights and property of others and the University;
- contribute positively to the life of the campus and surrounding community; and
- use my LSU experience to be an active citizen in an international and interdependent world.

The continued success of LSU depends on the faithful commitment by each community member to these, our basic principles. (Adopted May 1995)

## **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.

If you have concerns, you can contact:

#### University Contacts

Jennie Stewart  
Campus Title IX Coordinator  
jstewart@lsu.edu  
Office of Human Resource Mgt.  
110 Thomas Boyd Hall  
Baton Rouge, LA 70803  
225-578-8200

Maria Fuentes\_Martin  
Title IX Deputy Coordinator for Students  
mari@lsu.edu  
LSU Dean of Students  
333 Student Union  
Baton Rouge, LA 70803  
225-578-9442

#### Departmental Contacts

- Dr. Loretta Pecchioni, [lpecch1@lsu.edu](mailto:lpecch1@lsu.edu), Professor and Chair of the Department of Communication Studies
- Dr. Bonny McDonald, [bmcdo21@lsu.edu](mailto:bmcdo21@lsu.edu), Director of Basic Courses, Department of Communication Studies
- Dr. Jean “Renee” Edwards, [edwards@lsu.edu](mailto:edwards@lsu.edu), CMST 2060 Section 16 Instructor of Record

### **HAVE YOU DECLARED YOUR MAJOR OR MINOR?**

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.*

*The Department of Communication Studies offers 6 Pathways of Study as guidance for students interested in taking CMST courses. These pathways include lists of courses that can be taken for students interested in the following areas within Communication Studies:*

- *Public Discourse*
- *Art and Culture*
- *Professional Communication*
- *Communication in Human Relationships*
- *Visual and Mediated Communication*
- *Create your Own Pathway*

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.