

CMST 2060 PUBLIC SPEAKING
Spring 2014-- Sections 030 & 043

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Office Hours: By appointment on Tuesday 10:20am-1:20pm
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Required Texts: Crick, Nathan (2014). Rhetorical Public Speaking, 2nd Edition, one two-pocket folder for handing in speech materials.

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 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:

Understand the principles of rhetoric and effectively utilize them in crafting well researched, reasoned, and appealing speeches.

1. 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.
2. Effectively and critically evaluate message/speech content and delivery, both when examining one's own work as well as that of others.
3. Understand and utilize the verbal and nonverbal elements essential for exemplary speech delivery.
4. Analyze and discuss speeches of historical, political and social significance.

COURSE POLICIES

Class Conduct:

This class is intended to develop the fundamentals of public speaking. Everyone should be treated with respect and courtesy when presenting ideas for class discussion and during presentations. All electronic devices, not used for class instruction need to be turned off and put away. This includes, but not limited to cell phones, laptops, mp3 players, or anything else that will distract from the focus of the class. If you are found using such devices for any other reason, a significant amount of points will be deducted from your final grade. If you are found using an electronic device during speech delivery days, 25 points will be deducted from your speech. If for some reason you need to have your phone on for an emergency, let me know prior to class beginning.

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: I have no tolerance for 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) 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.

Extra Credit: No extra credit assignment will be allowed.

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.

Course Assignments:

Research Requirement	3%
Introductory Speech	5%
Enrichment Speech	15%
Advocacy Speech	15%
Commemorative Speech	15%
Participation/Additional Assignments	12%
Quizzes	10%
Midterm Exam	10%
Final Exam	15%

Grade Scale:

90-100	A
80-89	B
70-79	C
60-69	D
Below 60	F

Assignments:

Assignments to be turned in must be typed. This includes papers, outlines, or any other material assigned to be completed outside of class. Handwritten work will NOT be accepted. If you do not own a printer or computer, utilize the computer labs located on campus to complete your work. All assignments are due at the beginning of class.

Speeches:

Due to the number of speeches being presented, attendance will be required on the day you are scheduled to present. If you are absent when assigned to speak without a university approved excuse, you will receive a zero for that grade. In the event you will be missing an assigned speech day, you must notify the instructor at least

one day prior to your speech. Otherwise, you are required to be prepared to speak. A speaking schedule will be distributed once the final roster has been established. It is the student's responsibility to be aware of what day they are scheduled to speak.

Speech Packets: With each speech, you will be required to turn in materials along with your speech, such as an outline, a bibliography, print outs of source materials, and/or visual aids. Students must bring print outs of all materials used including the preparation outline, bibliography, and print out of source materials used on the the first day of presentations. Late work will receive a 10 point deduction per day (including non-scheduled class days and weekends). If you are unable to locate me to physically turn in late work, place the material in my mailbox in the Communication Studies main office (Coates 136).

Exams: You will have two exams during the semester, a midterm and final. The exam will consist of variety of questions testing your knowledge on material covered in class and from the book.

Missed Presentations and Late-Work:

Speeches: If you miss a speech, you will need to make it up during the scheduled presentation period. However, students scheduled to present on a particular day have priority over a student's makeup speeches. If the cause of your absence extends past the time scheduled for speech presentations, please contact me on an individual basis to determine a time that would be best appropriate for you to deliver your speech upon your return. Students who do not attempt to make up the speech within a timely manner will receive a zero (0).

Late Work:

Assignments are to be turned in by the time class starts on the day that they are due. Late assignments WILL NOT be accepted as you are expected to come to every class prepared.

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 29 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

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.

Anticipated Course Topics Schedule:

Week 1	Course Introductions and Overview
Week 2	Read Chapter 2: Genres of Public Speaking Discuss the differences in using oral, electronic, and written media.
Weeks 3 and 4	Read Chapter 1: The Canons of Rhetoric At the end, perform introduction speeches which follow the guidance of chapter 1. Discussion will focus on the idea that a speech is a product of multiple parts and pieces fitting together in a certain way, focusing on experimenting with different forms of organization.
Week 5	Read Chapter 3: The Rhetorical Situation Move to a discussion of actual rhetorical situations in the news, drawing from contemporary case studies and current affairs. What is going on that people are thinking about? Discussion will emphasize that rhetoric is something which responds to what is on people's minds.
Week 6	Read Chapter 4: Ethos The chapter on ethos concentrates on how to develop a relationship with an audience to make them feel like they are certain type of person who trusts you, who share their interests.
Week 7	Speeches of Enrichment Focusing on how the students use the tools of ethos and relates their topic to the immediate concerns or interests of their audience.
Week 8	Midterm and Review
Weeks 9 and 10	Read Chapter 5: Logos Discussions will focus on how most speeches are built around backing just a few claims and the importance of outlining and main points.
Week 11	Advocacy Speeches Focusing on how the speech is logically put together and points in a specific direction of action that solves a specific problem in a certain way.
Week 12	Read Chapter 6: Pathos Discussions will emphasize that pathos arguments are about storytelling, not about naming things as bad or good. It is about evoking emotions by bringing images before the mind that are inherently attractive or distasteful.
Week 13	Read Chapter 7: Eloquence A symbol is a kind of dominant metaphor that frames the entire speech by telling it as a kind of "condensed formula."
Week 14	Commemorative Speeches

Week 15	Semester Review
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Assignment Details:

The Introductory Speech

The introductory speech is a casual 2 minute presentation made during the first few weeks of class. It is designed to let everyone introduce themselves and speak on a familiar subject. In order to focus your attention, I want you to choose an object that represents something important to you and to BRING IN the object and describe it to the class. Think of it as a kind of “show and tell” exercise. However, please avoid bringing in photographs of people or places. Bring in something tangible that can be easily seen by the class. For instance, you might bring in your jersey from your state champion baseball team, the boots you wore to hike the Appalachian trail, or your favorite book you read as a child. Although this is an introductory speech, its purpose is to show you have mastered the basics of speech structure according to the five canons of rhetoric.

The Enrichment Speech

Components: Formal outline; keyword outline; a 6 minute extemporaneous speech.
Purpose: An enrichment speech is intended to literally “enrich” your audience about something that it already cares about but wishes to know more. A speech of enrichment should address some issue that is either on people's minds or relates to an audience’s current interests in some way. Consequently, speeches of enrichment focus on development of ethos, which establishes a relationship with the audience, and a focus on their interests with respect to current rhetorical situations that have put certain issues on the public agenda.

The Advocacy Speech

Components: Formal outline; keyword outline; a 6 minute extemporaneous speech.
Purpose: A speech of advocacy attempts to either reinforce and channel the current commitments of an audience or appeal to the audience to adopt a new belief or attitude with respect to some ongoing rhetorical situation. Although ethos is clearly important to give credibility to the speaker, more important is the development of a coherent argument that make a case using the tools of logos.

The Commemorative Speech

Components: A full-length script; a 6 minute scripted speech.
Purpose: A commemorative speech is meant to honor a particular person, place, idea, or institution. The idea is to identify key values inherent in the topic and to

help the audience celebrate these values. The emphasis will be on speaking eloquently and dramatically, thus reducing the emphasis on logos and enhancing the narrative power of pathos and the organizing tool of symbols and form.