

CMST 2060: PUBLIC SPEAKING
SPRING 2014

Bryan Moe, ABD

Office: Coates 325
Office Phone: 225-578-9053
Email: bmoe1@lsu.edu

Office Hours:

M/W/F: 1:30-2:30 pm
And by appt
Classroom: Tureaud 201

In a complex and culturally diverse world, the ability to communicate effectively has become increasingly important. This public speaking course has two interrelated goals. First, it will introduce you to the basic concepts, vocabulary, theories and processes relevant to understanding oral communication and rhetoric in a variety of interpersonal, public and cultural contexts. Second, it will enhance your communication skills by providing opportunities to practice clear, critical and ethical communication. Since it is our intent to integrate theory and practice throughout the course, your classroom experience will combine lectures, discussions, small group activities, written assignments, and public speeches. Together we will foster and maintain an interactive, open and supportive classroom environment that promotes insight into self and others, critical thinking, intellectual growth and communicative competence.

Specific Course Objectives

How does one change the world or at least your localized community? *Answer:* Start communicating. At least in principle this philosophy offers a practical perspective to the power to your “voice.” Former graduate student and instructor Benjamin Haas stated:

I suppose I could say that I have had a realization when it comes to how I view public speaking as an activity, in that it seems it is only a skill that one needs if they want to change the world. Specifically, if one is content with the way in which all things are going and headed, then they have no need to talk to others in any of the specific genres of public speaking addressed in this class.

It is not about a revolutionary change but a step, big or small, towards change. With this in mind I have chosen, along with another instructor, to direct the subject matter of our collective research and speaking in the class to discuss *Food and Food Politics*; food production, population growth, high food prices, chronic hunger, the green revolution, food aid, food power, farm subsidies & trade, agriculture, the environment, farm animals, factory farming, agribusiness, supermarkets & fast food, organic & local, food safety & genetically engineered food, and governance of world food systems. Specifically, each speech you present in class will be contextualized to food and its impact on the world around each of us. This choice has a number of reasons, many of which we will discuss throughout the semester.

GOALS

The primary goal for this class is that you develop the skills of organizing a speech, effectively using research and other supporting materials, and professionally delivering a speech. Second, you will have the opportunity to develop analysis skills through our discussion of the persuasive process. Last – but not least – the class intends for you to increase your confidence in speaking in public through developing the aforementioned skills.

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.

GRADING

Moodle's Grade Book will most likely not be used. Please keep records of your own work and grades.

Your grade in the course will be based on the following point totals:
A, 500-450pts; B 450-400pts; C 399-350pts; D 349-300pts; F below 299pts

Louisiana State University has raised their admission requirements. With this comes the assumption that students at the university produce above average work and therefore the university has raised its standards for receiving good grades in each class. You will not receive an A for merely meeting the minimum requirements of the assignment. A work is exceptional work that goes above and beyond the minimum requirements. B work meets all the requirements of the assignment satisfactorily. C work fails to meet some of the assignment requirements. D work fails to meet many of the assignment requirements. F work is sub-standard work. Also, do not tell me you need an A, show me you need an A through your work and participation. Showing up is not enough in this class.

Here is a break down of total points for the class:

Speeches	= 300	Speech 1:	50
		Speech 2:	75
		Speech 3:	100
		Speech 4:	75
Attendance	= 35		
Quizzes	= 35		
Media	= 15		
Midterm	= 50		
Final	= 50		
Comm. research	= 15		
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Total points	= 500		

SPEECH ASSIGNMENTS

Speech of Introduction

For your first speech, you will share a narrative (story) about yourself. This story may be humorous or serious, but must include some sort of life lesson that you learned from the experience and contextualized to food politics. This speech will be a way for you to introduce yourself to your classmates, while learning how to tell a story clearly, coherently, and in an entertaining and expressive manner. *This speech should be 4-5 minutes long.* You will need to turn in an outline on the FIRST day of the speeches.

Speech of Enrichment

In your second speech, you are to teach your audience something. You are to design your own audience and occasion (workshop, seminar, orientation) at which you are to deliver this speech. It can be a speech of Description, Demonstration, or Explanation. You are required to do research on this topic. The main purpose of the assignment is for you to learn how to adapt a speech for a specific group other than just doing an academic exercise for a speech class. You may assume the role of the professional you plan to be (teacher, counselor, coach, lawyer, accountant) to make your speech "real world" worthy. *The speech*

should be from 5-6 minutes long. You will need to turn in an outline and bibliography of researched sources on the first day of the speeches. You must cite at least five researched sources in your speech.

Speech of Solicitation

The persuasive speech will be aimed at motivating your audience to specific action concerning a current issue. *The speech should be from 5-6 minutes long.* Your speech will be graded based on your ability to incorporate one of Aristotle three types of persuasive appeals (logos, pathos, ethos). The purpose of this assignment is for you to learn how to craft and use different types of persuasive appeals along with in depth research on your topic. You will need to turn in an outline on the first day of the speeches.

Speech of Commemorative

Your final speech will be a special occasion speech. Since this speech is more performative in nature than the other speeches given in this class, I encourage you to be creative and think outside the box. For example, in a previous class a student gave a eulogy for his Thanksgiving Turkey. This creative and humorous sort of approach is acceptable. *This speech should be 5-6 minutes long.* You will need to turn in an outline on the first day of the speeches.

Outlines and Evaluation Forms:

Detailed outlines must be presented to me the day of the first delivery of the speeches. Outlines given to me at any time after the speech will be considered late. *Late outlines will be marked down by half before grading the content.* Although outlines are part of the total speech grade, the outline itself will be graded on content and organization.

COURSE POLICIES

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.

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.

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 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.

Class Attendance

According to PS-44 this class will use attendance as part of its evaluation system. Attendance will be collected in class through; classroom activities and/or homework collection.

- **Participation:** I will evaluate your participation on the basis of several factors, which include, but are not limited to, speaking in class, making use of my office hours, working effectively in groups, demonstrating improvement over the course of the semester, etc.

Accommodations

The Americans with Disabilities Act and the Rehabilitation Act of 1973: 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 for Disability Affairs (112 Johnston Hall) so that such accommodations may be arranged. After you receive the accommodation letters, please meet with me to discuss the provisions of those accommodations.

Courtesy

Do not be an inconsiderate audience member. Please do not walk in on a classmate who is speaking. If you are late on speech day, please wait outside the door until your hear applause. Also, on speech days make sure to turn off all cell phones before the speeches begin. Finally, refrain from doing homework, talking to classmates, reading the school paper, etc., while your classmates are speaking. *If you are caught engaging in any of these activities, you will lose points off the top of your speech grade for each occurrence.*

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.

Topic Selection

You are all adults and I do not believe in censoring your speech. However, you must strive to be professional and respectful in terms of your language in class discussions and speeches. Try to choose a topic that would be of interest to the audience at large, not just you and your friends.

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 3 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

CLASS SCHEDULE

(SUBJECT TO CHANGE)

ALSO SEE: 2013-2014 Academic Calendar
[HTTP://SITES01.LSU.EDU/WP/REGISTRAROFFICE/ACADEMICS/ACADEMIC-CALENDAR/2013-2014-ACADEMIC-CALENDAR-2/](http://sites01.lsu.edu/wp/registraroffice/academics/academic-calendar/2013-2014-academic-calendar-2/)

ALL READINGS POSTED ARE TO BE DONE BEFORE CLASS STARTS

WEEK 1

Jan 15 - Introduction to Course
Jan 17 - Introduction Speeches

WEEK 2

Jan 20 - No Class MLK
Jan 22 - Chapter 1: First half
Jan 24 - Chapter 1: Second half

WEEK 3

Jan 27 - Chapter 2: First half of chapter
Jan 29 - Chapter 2: Second half of chapter
Jan 31 - In-class assignment

WEEK 4

Feb 3 - **Speech of Introduction**
Feb 5 - **Speech of Introduction**
Feb 7 - **Speech of Introduction**

WEEK 5

Feb 10 - Chapter 3: First half
Feb 12 - Chapter 3: Second half
Feb 14 - Review for midterm

WEEK 6

Feb 17 - **Midterm**
Feb 19 - Chapter 4: First half
Feb 21 - Chapter 4: Second half

WEEK 7

Feb 24 - Chapter 5: First half
Feb 26 - Chapter 5: Second half
Feb 28 - Work-shopping Speech of Enrichment

WEEK 8

Mar 3 - No Class Mardi Gras
Mar 5 - No Class Mardi Gras
Mar 7 - Work-shopping Speech of Enrichment

WEEK 9

Mar 10 - **Speech of Enrichment**
Mar 12 - **Speech of Enrichment**
Mar 14 - **Speech of Enrichment**

WEEK 10

Mar 17 - Chapter 6: First half
Mar 19 - Chapter 6: Second half
Mar 21 - Chapter 7: First half

WEEK 11

Mar 24 - Chapter 7: Second half
Mar 26 - Work-shopping Speech of Enrichment
Mar 28 - Work-shopping Speech of Enrichment

WEEK 12

Mar 31 - **Speech of Enrichment**
Apr 2 - **Speech of Enrichment**
Apr 4 - **Speech of Enrichment**

WEEK 13

Apr 7 - Chapter 8: First half
Apr 9 - Chapter 8: First half
Apr 11 - Work-shopping Speech of Solicitation

SPRING BREAK WEEK

Apr 14 - No Class
Apr 16 - No Class
Apr 18 - No Class

WEEK 14

Apr 21 - In-class assignment
Apr 23 - Work-shopping Speech of Commemoration
Apr 25 - Work-shopping Speech of Commemoration

WEEK 15

Apr 28 - **Speech of Commemoration**
Apr 30 - **Speech of Commemoration**
May 1 - **Speech of Commemoration**

FINALS WEEK

Read the schedule produced by the University to see when and where the final will be located.

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.