**Public Speaking CMST 2060 Section (3 credit hours)**

**SPRING 2018**

**Instructor:** Laura Oliver **Course/Section Number/ Time/Day**

**Email:** loliv14@lsu.edu CMST 2060 Section 13: MWF 9:30-10:20AM

**Office Phone:** 225-578-9064

**Class Room:** 103 Coates

**Office Location:** 322 Coates **Office Hours:** MW 10:30-11:30AM

Dear Student,

I hope you enjoy this course as we take this journey together. Meeting all course requirements is a responsibility you must assume; if you attend to this responsibility with care, I am confident that you will be successful in this course. I personally believe that students perform at a higher level when an Instructor has provided a guide for them to follow throughout the semester, so please take out the time to read through this syllabus and schedule. Best wishes for a positive and productive semester of speaking, writing, reading, and learning! I have all the faith in your success.

Sincerely,

Ms. Laura D. Oliver

**COURSE INFORMATION**

**Required Text: Lucas, Stephen E. (2015) The Art of Public Speaking (12th ed). 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:**

* 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 apply 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.
* Discuss readings of critical material.
* Collaborate with peers to complete a comprehensive final exam.
* Practice critical and empathetic listening skills
* Practice giving and incorporating useful feedback to and from peers.

**Please know that this course is not about influencing your personal politics, but the course will periodically ask you to engage with political material and in political discussion. You will never be graded on the content of your opinions (the *composition* of your opinions, however, is always fair game).**

**University Policies**

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<https://sites01.lsu.edu/wp/policiesprocedures/>

**Classroom Policies**

**ATTENDANCE:** Consistent attendance is very important in this course. **You are only allowed THREE absences (excused and freebies). After this, your grade will be deducted -10pts per lecture day that you do not attend.** Igenerally expect you to be present and on time to class. Occasionally, life happens and you willbe a few minutes late. It is your responsibility to come see me after class if you have missedany announcements. Habitual tardiness and absences will negatively affect yourparticipation grade.

**PARTICIPATION:** Students are expected to attend each class session, to have read the material that will be covered that day, and to be prepared to actively participate in class discussions. **Your participation grade is based on pop quizzes, in-class activities, in-class discussions, and attending class. Simply attending class does not mean that you are participating.** Note that it is important that you make an effort to utilize your resources and apply yourself to succeed in this class.

**RESPECT: Respect is the number one rule in the classroom.** Your classmates will come from varied culturesand backgrounds, and each of us will bring opinions based on our own personal experiences. Wewill often engage in discussions, debates, and potentially controversial topics. A successfulclassroom will allow for open dialogue without fear of disrespect or rejection. Disrespectfulbehavior aimed towards a classmate or your instructor will warrant prompt removal from the class.

**CONTACTING INSTRUCTOR: Please allow 1 business day for a response.** For example, if you send me e-mail at 5PMon Friday, do not expect to receive a response until Monday morning. **Emails should include your name and section number.** **I will not discuss grades over email.** Pleaseonly use the e-mail above to contact me. Remember, before emailing questions please check the syllabus or Blackboard to answer your question first.

**GRADES/LATE WORK:** No late assignments will be accepted unless you have contacted me 24 hours **PRIOR** to the due date. The best way to contact me is by email at [loliv14@lsu.edu](mailto:loliv14@lsu.edu). If an assignment is received late, zero points are earned. As with a 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. Non-university approved extenuating circumstances will be considered on a case-by-case basis and ONLY with some form of tangible proof.

When you receive a grade, you must wait 24 hours before discussing it with me. After this 24-hour wait period, you have 7 days to contact me about your grade. After 7 days, your grade is non-negotiable. I will not discuss grades in detail over email.

**HANDING IN WORK:** All written assignments must be typed and double-spaced unless otherwise specified. **Assignments which do not follow these guidelines will not be graded**. Page lengthguidelines are based on 12 point Times New Roman Font 1 inch margins expectation. Assignments are to follow APA guidelines.

**TECHNOLOGY IN CLASS:** Any form of technology (cell phone, computer, etc.) can be distracting to you, your classmates, and the instructor, but **I will allow you to use your laptops or iPads/notebooks for note taking or group work (when appropriate) ONLY**. Please turn your cellphone on vibrate during class. If you abuse this policy, you will lose your privilege to use technology in class.

**ACADEMIC DISHONESTY: Cheating.** The willful giving or receiving of information in an unauthorized manner during an examination, illicitly obtaining examination questions in advance, using someone else’s work or written assignments as if they were your own, or any other dishonest means of attempting to fulfill a requirement of this course. **Plagiarism.** *The use of an author’s words or ideas as if they were your own without giving proper credit to the source, including but not limited to failure to acknowledge a direct quotation.* Exact wording from a source must be identified by quotation marks and citation of the author. Concepts and ideas from sources should also be identified by citation of the author. **Please note: Intentionality is not an issue with regard to plagiarism. Even if a student plagiarizes without intending to do so, it is still considered plagiarism and will result in the appropriate consequences.** Punishments for cheating or plagiarism range from a grade of ZERO points on the assignment in question to failure of the course.

**SPEECH DAYS:** These pertain to days when we have speeches but I encourage you to follow these rulesduring every class we have together. **The following actions and behaviors will reduce your speech grade -10 Points per offense**:

* No eating.
* No technology use. Phones should be silenced.
* Walking in on a person’s speech. Please wait outside until you hear applause.
* Making inappropriate comments.
* Not giving the speaker your full attention.
* Being late for your speech.

**EXTRA CREDIT:**  There is no extra credit.

**CLASS RESOURCES**

* Moodle – Moodle will be a hub for class readings, additional articles of interest, a place to give and get feedback, general questions, links to databases, and Connect
* LSU Library System – Research databases for all topics (be sure you are signed into myLSU to access all content); Research Librarian can offer tutorials on LSU’s research capabilities and offer individual help with research projects
* Studio 151 – computer lab; presentation practice room with instant video playback; high quality recording equipment; writing and composition tutoring

*If you have concerns, you can contact:*

**University Contacts**

Jennie Stewart Maria Fuentes\_Martin   
Campus Title IX Coordinator Title IX Deputy Coordinator for Students

jstewart@lsu.edu mari@lsu.edu

LSU Office of Human Resource Management LSU Dean of Students  
110 Thomas Boyd Hall 333 Student Union  
Baton Rouge, LA 70803 Baton Rouge, LA 70803  
225-578-8200 225-578-9442

**Departmental Contacts**

**Dr. Loretta Pecchioni**, 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

**Laura Oliver**, loliv14@lsu.edu

CMST 2060 Section 13 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](https://email.lsu.edu/exchweb/bin/redir.asp?URL=http://www.lsu.edu/cmst" \t "_blank) 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.

**Grading Criteria**

**Grading criteria for ALL assignments in this course:**

A: excellent, clearly outstanding

B: very good, impressive

C: average, college-level

D & F: criteria no met; failing

**Course Assignments:**

**4 MAJOR SPEECES (50% of overall course grade):**

1. Introductory Speech 5% - 50 points

2. Informative Speech 15% - 150 points

3. Persuasive Speech 20% - 200 points

4. 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.*

**DAILY GRADES (30% of overall grade):**

Activity Speeches (In-class Participation) 12% - 120 points

Reading Assessments (Journals & Quizzes) 15% - 150 points

Research Participation Requirement 3% - 30 points

**EXAMS (20% of overall course grade):**

Midterm Exam 10% - 100 points

Final Essay (Exam) 10% - 100 points

**Final grades will be assigned as follows:**

|  |
| --- |
| 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 |

**Remember**: 1) Your enrollment in this course does not entitle you to an A. 2) Completing the minimum criteria for any given assignment does not entitle you to an A. 3) You are in no way entitled to an A. 4) A’s are reserved for exceptional work. A grade of C represents average, satisfactory work.

[[1]](#footnote-1)

**Brief Description of Assignments and Speeches**

**Daily Grades: Activity Speeches and Reading Assessments:**

You cannot participate if you are not present. It is the student’s responsibility to come to class prepared and ready to engage in class. A variety of activities such as activities (in-class and online), in-class discussions, and quizzes on Connect will be used to calculate your grades for the activity speeches and reading assessments. Your work must show engagement and comprehension of the material.

The Activity Speeches (participation) are graded twice during the semester separately. You will receive a grade after the midterm and final. The Instructor will be keep a detailed tracking form for and will not backtrack on these assignments in-class. Reading Assessments (quizzes and journals) are located on Moodle.

**Exams:** You must demonstrate mastery of the lecture and reading material through examination. Two exams, a midterm and a final, will be given. The midterm exam will be an 800-word essay in which you will take home. The goal is to demonstrate an understanding of the relationship between ethics and communication. More details will be given later in the semester. The final exam will be a traditional examination. It will include multiple-choice questions as well as short-answer, true and false, and matching. The exams will be online.

**Speeches**

Introductory Speech-This is a 3-5 minute speech in which you will choose three aspects of your identity (gender, race, ethnicity, sexuality, class, age, etc.). To better understand how cultural stereotypes function, you will explore your own identity and demonstrate awareness about the strengths and weakness stereotyped about that culture. You will complete and turn in an outline. No visual aid.

Informative Speech- This is a 4-6 minute informative speech in which you will choose a social or political issue that interests you. You will demonstrate the goal of the speech by increasing awareness or understanding about your topic. You will research your topic, formulate an argument, develop audience interest, complete and turn in an outline with a reference page, a PowerPoint or Prezi visual aid, and self-evaluation. You will receive further details later in the semester.

Persuasive Speech- This is a 6-8 minute persuasive speech in which you will extend your Informative Speech or pick a new social or political issue that interests you. You will work with a partner to insure your arguments are clear, concise, and developed well. The goal of the speech is to get your audience to change their beliefs or behaviors about something using Monroe’s Motivated Sequence. You will formulate an argument about the persuasive goal and thesis that is presented, complete an audience analysis, research your topic, develop an outline with a reference page, create a PowerPoint or Prezi, complete a self-evaluation, and peer evaluation for a grade. You will receive further details later in the semester. **Please note that this speech is recorded.**

Commemorative Speech

This is a 10-12 minute documentary video speech in which you will work in a group of three to pay homage, honor, praise or tribute to LSU by creating a documentary style video. Each group will pick a different theme about LSU history. The goal of this speech should represent values, memories, and ideas that are enriching and respectful to LSU culture. You will upload your video to YouTube, turn in an outline, and complete a peer evaluation for each member in your group. You will also present your final product in class with a proper overview.

**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=/](https://lsuhumanresearch.sona-systems.com/Default.aspx?ReturnUrl=/" \t "_blank).  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](http://www.lsu.edu/cmst" \t "_blank).  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" \t "_blank).

***Disclaimer****: This syllabus should not be construed as a binding contract between the*

*instructor and the students. The instructor reserves the right to change any aspect of the*

*course without notice.*

**CMST 2060 CLASS CALENDAR, ASSIGNMENTS AND DUE DATES**

**SPRING 2017 SCHEDULE**

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Topic** | **Reading due BEFORE class** | **Weekly Homework/**  **Assignment** |
| Jan 10 (W) | Course Overview & Review Syllabus  **Assign Introductory Speech** |  |  |
| Jan 12 (F) | What is Public Speaking? | Read Chapters 1, 2 |  |
| Jan 15 (M) | Getting Started | Read Chapters 4 & 5 |  |
| Jan 17 (W) | Types of Speeches | Read Chapters 13 & 15 |  |
| Jan 19 (F) | Listening & Audience Analysis  Delivery | Read Chapters 3 & 6 | **Journal 1 and Quiz 1 due (S) 01/21 at 11:59PM on Moodle** |
| Jan 22 (M) | **Introductory Speeches** |  |  |
| Jan 24 (W) | **Introductory Speeches** |  |  |
| Jan 26 (F) | **Introductory Speeches** |  |  |
| Jan 29 (M) | **Assign Informative Speech** |  | **Self-Evaluation due in class (M) 01/29** |
| Jan 31 (W) | Library Instructional Session | Chapter 7 | **Topic Planning Form due 01/31 in class** |
| Feb 2 (F) | Speech Preparation | Read Chapters 9, 10, 11 | **Journal 2 and Quiz 2 due (S) 02/4 at 11:59PM on Moodle** |
| Feb 5 (M) | Visual Aids | Chapter 14 |  |
| Feb 7 (W) | In-class Work Day |  | **Research Evaluation Assignment due (W) 02/07 in class** |
| Feb 9 (F) | **Patti Face Festival- ATL, GA**  **No Class** |  |  |
| Feb 12 (M) | Mardi Gras-No Class |  |  |
| Feb 14 (W) | Mardi Gras- No Class |  | **All Materials for Informative Speech due on Moodle on (Th) 02/15 at 11:59PM** |
| Feb 16 (F) | **Informative Speeches** |  |  |
| Feb 19 (M) | **Informative Speeches** |  |  |
| Feb 21 (W) | **Informative Speeches** |  |  |
| Feb 23 (F) | **Informative Speeches** |  | **Journal 3 and Quiz 3 due 02/25 at 11:59PM on Moodle** |
| Feb 26 (M) | **Assign Persuasive Speech** |  | **Evaluations due in class (M) 02/26 (Self & Peer)** |
| Feb 28 (W) | Persuasion | Read Chapters 16 & 17 |  |
| March 2 (F) | Language & The Audience | Review Chapter 6  Read Chapter 12 | **Planning Worksheet for Persuasive Speech due (F) 03/02 in class** |
| March 5 (M) | Language & Power | Read Supplemental Articles on Moodle |  |
| March 7 (W) | Supporting Ideas | Chapter 8 |  |
| March 9 (F) | **Assign Commemorative Speech**  Types of Speeches | Chapters 18 & 19 | **Journal 4 and Quiz 4 due on 03/09 at 11:59 PM on Moodle** |
| March 12 (M) | In Class Speech Workshop |  | **All Materials for Persuasive Speech due on Moodle on (T) 03/13 at 11:59PM** |
| March 14 (W) | **Persuasive Speech Presentations** |  |  |
| March 16 (F) | **Persuasive Speech Presentations** |  |  |
| March 19 (M) | **Persuasive Speech Presentations** |  |  |
| March 21 (W) | **Persuasive Speech Presentations** |  |  |
| March 23 (F) | **Persuasive Speech Presentations** |  | **Midterm Exam due (F) 03/23 on Moodle at 11:59PM** |
| March 25- April 1 | SPRING BREAK |  |  |
| April 2 (M) | In-Class Group Work Day |  | **Evaluations due in class (M) 04/02 due in class (Self & Peer)** |
| April 4 (W) | SSCA- Nashville, TN  **No Class** |  |  |
| April 6 (F) | SSCA- Nashville, TN  **No Class** |  |  |
| April 9 (M) | **Assign Final Exam Essay** | Read Supplemental Articles on Moodle |  |
| April 11 (W) | Ethics and Communication |  |  |
| April 13 (F) | In-Class Group Work Day |  |  |
| April 23 (M) | **Commemorative Speech Presentation** |  | **Research Participation Credit due (M) 04/23 at 11:59PM** |
| April 25 (W) | **Commemorative Speech Presentation** |  |  |
| April 27 (F) | **Commemorative Speech Presentation** |  | **Peer Evaluations due in-class (F) 04/27** |
| April 30 (M) | Finals Week |  |  |
| May 2 (W) | Finals Week |  | **Final Essay due on Moodle (W) May 2 at 11:59PM** |

**IMPORTANT DATES – Spring 2017**

|  |  |
| --- | --- |
| January 10 | Classes Begin |
| February 12-14 | Mardi Gras; classes resume at 12:30 |
| March 25-April 1  April 28  April 30 | Spring Break  Classes End  Finals Week |

1. Thanks to Dr. Holley Vaughn, Dr. Ashley Jones-Bodie, Dr. Danielle McGeough, Dr. Annemarie Galeucia, and Dr. Bonny McDonald for some of the language in this syllabus. [↑](#footnote-ref-1)