

**CMST 2060: PUBLIC SPEAKING<sup>1</sup>**  
**Spring 2018**  
**Section 42: T, TH 9:00-10:20, Coates 130**  
**Section 43: T, TH 10:30-11:50, Allen 129**

Instructor: Ms. Lexus D. Jordan  
Office: Coates 328  
Email: ljord24@lsu.edu  
Office Hours: T,TH 12:00-1:30pm and W 2:00-3:00 pm

**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.
6. Examine one's own biases as listeners, classroom community members, and consumers of information.

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

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<sup>1</sup> Syllabus developed with ideas and language from Dr. Ashley Jones-Bodie, Dr. Bonny McDonald, and Mr. Joshua Hamzehee.

## COURSE POLICIES

**Classroom Culture:** This class is a safe space for those of any race, class, religion, sex, gender, or sexual preference to discuss ideas, opinions, and ask questions, therefore respect should be given no matter who is speaking.

**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. This policy has been developed to reaffirm these principles and to provide recourse for individuals whose rights have been violated. If you have concerns, you can contact:

University Contacts:

Jennie Stewart  
Campus Title IX Coordinator  
jstewart@lsu.edu  
225-578-8200

Maria Fuentes Martin  
Title IX Deputy Coordinator for Students  
[mari@lsu.edu](mailto:mari@lsu.edu)  
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, [bmcd021@lsu.edu](mailto:bmcd021@lsu.edu)  
Director of Basic Courses, Department of Communication Studies

**Technology Policy:** Use of technology is prohibited to devices that aid in student learning. As a rule, students are also not allowed to record other students in the course without their permission.

- Laptops and similar devices used for note-taking as a learning aid are permitted. You should also have paper and a writing utensil on all days for group activities.
- All other technology (smart phones, etc.) are NOT permitted for use during class. In case of emergencies requiring cell phone access during the class session, notify your professor.

**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. 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.

**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.

**Attendance & Participation:** You are expected to attend all classes just as you would be expected to go to any other job. Your class participation grade will be determined based on in-class discussion participation, assignments/exercises, being a good audience member, and analysis of in-class presentations. Student attendance is vital to gaining the skills needed to become a more confident public speaker, so students should aim to voluntarily participate at least once each class, and points will be awarded based on being in class to participate, contributions, and awarded at the instructor’s discretion. You have 2 free unexcused absences. After the freebies are used, absences will be counted against your grade in the course as part of the In-Class Activities grade. You are also expected to attend on days your peers give speeches. Absence on these days will result in point deductions from your own speech and/or attendance/participation.

**Missed Speeches, Presentations, & Assignments:** 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. Assignments submitted via e-mail will not be accepted—it is your responsibility to print out a hard copy and to submit at the beginning of the class period it is due.

**Late Work:** Major class assignments are to be turned in by the time class starts on the day that they are due. If you arrive late to class, the assignment is late and will automatically be penalized one whole 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. Prior arrangements must be made 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.

**Extra Credit:** No extra credit assignment will be allowed.

**Grades:** Final grades will be determined based on points earned in the following assignments. All work must be done during the semester. I reserve the right to make minor adjustments in the total points offered in the service of flexibility and responsiveness to each class’s interests.

**COURSE ASSIGNMENTS**

4 MAJOR SPEECES (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 ..... 12% - 120 points
- Reading Assessments ..... 15% - 150 points

EXAMS (20% of overall course grade):

- Midterm Exam..... 10% - 100 points
- Final Exam ..... 10% - 100 points

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

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

### **Assignment Descriptions**

\*\*\*Detailed assignments for each major speech and papers will be discussed in class as well as posted in full on Moodle. 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 points being deducted.

Introductory Speech: a 3-4 minute narrative-based extemporaneous speech giving the class a glimpse of who you are.

Informative Speech: a 5-6 minute informative extemporaneous speech on a predetermined topic.

Persuasive Speech: a 6-7 minute persuasive extemporaneous speech on a controversial topic of your choice, selected from a list we will create as a class.

Commemorative Speech: a 2-3 minute commemorative speech you will write and deliver using several creative language devices.

Activity Speeches: This grade will be determined based on in-class discussion participation, fulfillment of out of class work, in-class speaking exercises, homework (speech preparation outlines, etc.), peer critique, and/or collaboration protocols throughout the semester. Ultimately, nearly every class T/TH class day is worth 5 points, resulting in 120 points total. You will be allowed two “no questions asked” absences (excluding speech days, these will count against you), or “freebie” days; after that, you will be docked -5 for each class T/TH day missed.

Reading Assessments: Quizzes will be given as we cover a unit of chapters of the textbook. Expect to take a quiz at the completion of each unit. Each quiz will cover lecture material, in-class activities, and assigned readings, and may consist of multiple choice, true or false, matching, short answer, and/or short essay questions.

Midterm and Final Exams: The midterm and final exam will be a paper. The midterm will be a speech analysis paper. The final paper a self and peer evaluation.

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).

### **Other Information:**

#### **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.