

CMST 2060 PUBLIC SPEAKING¹
Fall 2018

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Office: 226 Coates Hall

Email: bmcdo21@lsu.edu

Office Hours: T/TH 10:30-12:30

Text: Valenzano, et. al. *The Speaker's Primer : LSU Custom Edition*. Fountainhead Press, 2018.

Other readings/videos to be posted on Moodle.

A note of welcome: Hi! I know many of you dread this course, but I have also known many students who wind up thriving in this course despite their initial fears. I invite you this semester to step outside your comfort zone, to surprise yourself by developing new levels of confidence, and to engage deeply with the classroom learning community I hope we build together. Please read this syllabus from top to bottom as it is filled with important information for how the course operates, expectations for you, and a detailed explanation of the Research Participation System which you will be expected to complete outside of class on your own. I will consider your continued enrollment in the course after 8/25/2018 a contractual agreement that you have read, understand, and agree with this document in full.

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.

¹ Many thanks and much credit for ideas and language in this syllabus go to Dr. Ashley Jones-Bodie, Dr. Danielle McGeough, and Dr. Annemarie Galeucia, and Dr. Ashley Mack-McCann.

- 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.
- Present readings of critical material in small groups.
- Collaborate with peers to complete a comprehensive final exam.
- Practice critical and empathetic listening skills
- Practice giving and incorporating useful feedback to 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).

COURSE POLICIES

Attendance & Participation: This is a highly interactive, activity-based course and attendance at each class meeting is expected. Your class community will come to rely on you, your input, and your skills, and you will be missed if you are not in attendance. This class is very much about practicing the skill of public speaking (and listening) live and in person. **If you anticipate missing a lot of class, this is not the right section of this course for you.**

Technology Policy: The class aspires to be an oasis of sorts from technological interconnectivity, preferring and examining the immediate experience instead. No phones or computers out unless directed, please! You can lose points from your activity speech grade for being on a screen unless directed.

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.

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.

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. Rubrics will be offered and are to be engaged as a useful communication tool. Think of them as a spoiler alert for your grade. You should be able to assess your own grade fairly and in fact will be expected to do so.

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

“A” means you have **excelled** in your performance or written work, expending special time and energy to make something you well know is impressive. “A” work makes me—and your peer audience—say “Wow!”

“B” means you have completed all assignments **and** have gone the extra step beyond. A “B” indicates that you have thoroughly prepared, followed the assignment requirements, and made the audience/reader interested in your work.

“C” means you have successfully accomplished the assignments and are able to construct and deliver a solid performance or written assignment, but have not put in the kind of extra time and energy that distinguishes your work from the average effort.

“D” and “F” indicate you have not met the basic criteria of assignments and/or you have turned in or presented deficient work.

Missed Speeches:

The course moves quickly and we all rely on each other to show up on speaking days to make sure everyone’s speeches fit into the tight schedule. **If a student is absent the day she/he/they is scheduled to speak and has not made prior arrangements with the instructor, the speech will be deducted 5% per day late.** You will know your speaking day in advance, so the only possible way around this deduction is a formal university excused absence. If a speaker knows they cannot attend class the day of an assigned speech presentation, they can trade spots with another student without penalty. If you are too sick to make it to a speech day, please stay home and take care of yourself, but you must drag up and go get a doctor’s excuse if you want to do the speech on a different day without penalty. Showing respect for your classmates by arriving on time to class on the day of presentations is of great importance to me.

Late Work:

Sometimes life just happens and you are unable to turn in an assignment on time. I will accept late work, but with a penalty. If you can't make an assignment deadline, you can turn the assignment in for a maximum of 90% by 11:59pm CST on the due date. If the assignment is due in hard copy, it must be delivered to me in hard copy; if it is due via Turnitin, it must be submitted via Turnitin. I will not accept late work via email. After the due date, work will be accepted within the following week for the maximum grade of a C (see below for extenuating circumstances). After 7 days, late work will no longer be accepted for credit. (Life happens, but not without consequences.) One exception to this rule is the hard copy of the outline for the persuasive speech: this assignment is pass/fail and due in class in hard copy with no exceptions, because I will ask you to edit each others' work in class and this class day will not work without your adherence to this plan.

In extenuating circumstances, I reserve the right to accept late work without penalty when a student has provided proper documentation of a university sanctioned emergency or conflict that has inhibited them from turning in an assignment on time. University sanctioned emergencies or conflicts include: family death/emergency, debilitating or contagious sickness, religious observance, serious weather conditions, varsity athletic competition, sanctioned curricular requirements with documentation, court-imposed legal obligations.

Email: My inbox is a super high traffic zone and I ask you to try to find answers to questions for yourself before you email me. If you can wait to ask question in class or ask the question of your peers instead of me, please do. I reserve the right not to answer emails when the answer is in the syllabus or I said it 5 times in class or I previously emailed it to the class. Please don't take it personally—its not—I actually just don't have time to answer it. On the other hand, if you don't get a reply to something you really need addressing, go ahead and email me again! I won't be offended so long as your tone remains polite. If you do email, remember that email in a school setting is a formal channel. Please include a greeting, a closing, and your name as a signature. Also, your subject should read: YOUR NAME, YOUR CLASS (2060), and the TIME OF YOUR CLASS. I will not accept any classwork via email as organizing work submitted in different forms is too cumbersome for me.

COURSE ASSIGNMENTS

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: a 3-4 minute narrative-based extemporaneous speech addressing your own experience of race, class, and/or gender.

Informative Speech: a 4-6 minute informative extemporaneous speech on a predetermined theme of PLACE. You will select a place that has had a great impact on your or a special memory. The speech occurs in three parts. Part one, you tell the story of the place as you experienced it. Part two, you do some research to discuss the recent history of this place (between 10 and 250 years ago). Part three, you will discuss the agricultural and/or geological history of this place, addressing the land/ecosystem/watershed. This will require a good bit of research, but should be an entertaining speech. You must submit a copy of your speaking outline on Turnitin on the day you speak.

Persuasive Speech: a 5-7 minute persuasive extemporaneous speech on a controversial topic of your choice, selected from a list we will create as a class. You will be paired with a partner or partner pair who fundamentally disagrees with you and does a partner speech or speeches arguing the opposite case. 50 points of your speech will come from speech-prep assignments: 10 points for a rough outline, 15 points for a Moodle forum article exchange, and 25 points for a draft of your introduction on an assigned workshop day. You must submit a copy of your speaking outline on Turnitin on the day you speak.

Commemorative Speech: a 2-3 minute manuscript speech with a commemorative or celebratory topic. Several creative language devices will be required. You can commemorate/celebrate/remember a person, place, or thing from your life or history. This is a manuscript speech you will deliver with the full draft in hand and the draft itself is worth half of the grade. You must submit a *full draft* of your speech on Turnitin on the day you speak.

Activity Speeches: **Daily in-class activities** are worth 2 points per day. In other words, attending each class day on time willing to engage in speaking-related exercises with energy and focus is worth 2 points. You can lose 1 point for being on your phone, arriving late, leaving early, failing to participate, or not really contributing/being openly anti-everything. You will get a grade out of 70 points at the end of the semester. I will give you two “freebies” you may miss without penalty for any reason. I don’t need to know why or that you will miss in advance unless it is a speaking day. Beyond the two freebies, you will need a formal excuse to cover the absences for no point penalty. **Mini-Speeches** are short, informal speeches assigned either for homework or in class for same-day performances. When possible, you will get immediate feedback on mini-speeches.

Reading Assessments/Self Evaluations: **Reading assessments** are designed to enhance class discussion of material and to deepen our engagement and application of key ideas for good speech making practices. You will be assigned 5 short written responses to assigned readings from your textbook combined with video speeches. You will be asked to apply concepts from our textbook readings to the video speeches. Written responses must be turned in in hard copy during class following discussion. They can be typed or hand-written. These are each 20 points.

Self/Peer Evaluations are a critical part of self-improvement and I take them very seriously. Your honesty and deep thinking are required for maximum points. You will sometimes be asked to apply terms from readings as part of your self-assessment. You will sometimes be asked to offer peers feedback on their speeches. These will be due via the Acclaim platform along with a video of your speech you can take on your phone or computer.

Midterm and Final Exams: The midterm exam will be a speech analysis paper. The final exam is a traditional multiple choice and true-false “objective” exam, but it will be nontraditional insofar as you will be allowed to choose a partner in advance to take the exam with. You read that right.

Research Participation System: You are responsible for reading the further information found below on this syllabus and implementing it; grading for this element of the class is out of my hands.

Please note that I used Turnitin for everything because it helps me to grade efficiently and to organize these files more easily than email submissions, not so much because I anticipate plagiarism in this class.

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
- Acclaim – the video platform that comes with your textbook. This is a really user-friendly hub where you can post videos of yourself for self-assessment.
- LSU Library System – Research databases for all topics (be sure you are signed into myLSU to access all content); Research Librarians can offer tutorials on LSU’s research capabilities and offer individual help with student research projects.
- Studio 151 – computer lab; presentation practice room with instant video playback; high quality recording equipment; writing and composition tutoring
- Groupme. Students from previous semesters have employed Groupme to help each other remember due dates, etc.

RESEARCH PARTICIPATION SYSTEM (RPS)

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 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.

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	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
Director of Basic Courses, Department of Communication Studies

****YOUR NAME HERE****
CMST 2060 Section X 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 or by contacting our undergraduate advisor Mr. Kent Filbel (kfilli@lsu.edu), whose hours are posted at his office, 135 Coates Hall.