

CMST 2060 PUBLIC SPEAKING  
Spring 2019—Section 31

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Office hours: Tuesday and Thursday 9-10 AM-Other times available by appointment

**Required Text:** Valenzano III, Joseph; Braden, Stephen; & Broeckelman-Post, Melissa, (2018). *The Speaker's Primer* (Custom edition for LSU). Fountainhead Press.

Hi students. I know many of you dread this course, but I hope that we can enjoy this class together. Remember that I have been in your shoes as well and know your concerns, so we will work through your concerns so that you have a successful semester in this course. Hopefully, we can build a learning community together.

\*\*I will consider your continued enrollment in the course after November 2, 2018, a contractual agreement that you have read and understood this document in full.

### **Course Description/Goals**

CMST 2060 is a *General Education Humanities Course* designed to familiarize students with the study and art 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.

**Grades: are based on a 100 point scale.**

- 4 Major Speeches (51% of overall grade)
  1. Introductory Speech-8.5 pts.
    - Speech (6 pts.), informal outline (1 pt.), reflection (1.5 pts.).
  2. Informative Speech-15 pts.
    - Topic (.5 pt.), source summary (1.5 pts.), audience analysis questions (1 pt.), outline rough draft (1 pt.), formal outline (2 pts.), speech (7.5 pts.), reflection (1.5 pts.).
  3. Persuasive Speech-17.5 pts.
    - Source summary (1.5 pts.), outline rough draft (1 pt.), formal outline (2 pts.), speech (11.5 pts.), reflection (1.5 pts.).
  4. Commemorative Speech-10 pts.
    - Script (5 pts.), speech (5 pts.).
- Exams (20% of overall course grade)
  1. Midterm Exam-10 pts. (MC, TF, and Essay)
  2. Final Exam-10 pts. (MC, TF, and Essay)
- Reading Assessments (15% of overall course)
  1. Reading assessment/summary (.5 pts. each); objective exam question/answer and one essay question/answer (.5 pts.)=15 assessments at 1 point each=15 pts.
- Activity Speeches (12%)
- Survey Completion (RPS) (2%)

**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. All speeches must be posted on the acclaim platform using your personal phone.
  - Introductory Speech: a 2-3 minute narrative-based speech describing yourself based on two objects you bring to class that you identify with. These two objects can be anything so long as it is not offensive to someone else, and is class/university appropriate.
  - Informative Speech: a 5-6 minute informative extemporaneous speech on a topic we will vote on in class. Note: the topic chosen for the informative speech will be used in the persuasive speech as well. 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 concerning the topic that we chose during class. You will attempt to persuade the class to do something about the topic. You must submit a copy of your speaking outline on Turnitin on the day you speak.
  - Commemorative Speech: a 2-3 minute manuscript speech where you will eulogize the ending of your public speaking class. 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:** are daily in class activities worth 1 point. In other words, attending class, engaging in discussion, and participating in activities is worth 1 point. Thus, you need to be present to receive your point for the activity.
- **Reading assessments/evaluations:** 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 some online and in-class reading assessments based on assigned reading combined with application questions (may be relating to videos). You will be asked to apply concepts and terms for the chapter to the activity. These responses will be submitted on moodle when there is a online assessment, and hand written when the assessment is conducted in class. In addition to your assessment of the chapter, you will be asked to provide a possible exam question for your midterm/final. 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.
- **Midterm/Final exams:** Will be online exams posted on moodle using questions that you have created on the reading assessments. While you may collaborate with other class members for studying, please take the exam by yourself.
- **Research Participation System:**
  - **Research Posse--** In this course, you will be assigned a posse. You will sometimes work in class in your posse, but you will also use your posse to get classroom information, vent about minor frustrations, and practice speeches outside of the normal class session. To get to know your posse better, you will participate in a communicative social activity of your group's choice (1 pt). You must spend at least two hours together during this activity. Some activity choices may be: board games, escape room, potluck, walk around the lake, etc (you will need to document this activity in some way). Activities including people not in the posse or in environments not conducive to discussion (movie theaters, sporting events, loud bars, etc.) are inappropriate activity choices.
  - **Research participation system**—if you choose to opt out of the research study your 2 credits can be completed on the RPS system.
    - 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](mailto:researchadmin@lsu.edu).

## COURSE POLICIES

**Grades:** Your final grade will be based on your total score at the end of 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.

A+ ... 97-100 points
A ... 93-96 points
A - ... 90-92 points
B + ... 87-89 points
B ... 83-86 points
B - ... 80-82 points
C + ... 77-79 points
C ... 73-76 points
C - ... 70-72 points
D + ... 67-69 points
D ... 63-66 points
D - ... 60-62 points
F ... 0-59 points

**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. It will be very difficult to be successful in this course if you do not attend, participate, and complete assignments.

*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.

\*A university approved absence includes family death/emergency, debilitating or contagious sickness, religious observance, serious weather conditions, varsity athletic competition, sanctioned curricular requirements with documentation, and court imposed legal obligations. If you miss class with a university-approved absence, you will be

allowed to make up in-class work provided the instructor is informed and provided with documentation.

### **Missed Speeches and Late Work:**

Any missed speech must be made up within three weeks after the original date. Furthermore, any other written work to be turned in with speech must be turned in on the day of the scheduled speech (exception speech reflection). Any consequent week missed after the three weeks will result in a 25% decrease in grade on the missed speech.

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. **Each student may redo ONE speech on the last day of class for any reason.**

If you are unable to make a scheduled speech time, you may still receive full credit for speech outlines if they are submitted by the **start of class on the scheduled speaking day.** If a speaker knows he/she cannot attend class the day of an assigned speech, the speaker can trade “spots” with another student without penalty provided the instructor is notified.

For in-class activity speeches, no makeups will be allowed. If you are absent on the day of a pop assignment/quiz, you receive a grade of ZERO.

### **Bonus Points**

If the student misses a reading assessment assignment during the semester (with a university approved excuse), he/she will be given the opportunity to complete an assignment chosen by the instructor to replace the points missed for the assignment. If a student does not miss a reading assessment, they will have the opportunity to earn up to one bonus point during the course of the semester.

**Technology Policy:** Due to the interactive nature of this course and the privacy of other students/speakers, no phones or computers are allowed unless directed (with the exception of permission by the Office of Disabilities).

**Plagiarism:** Plagiarism is not worth it! If you are caught, you risk a permanent infraction of academic dishonesty on your transcript and possibly expulsion from the University. 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>.

### **Examples of plagiarism include 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.

**Disabilities:** The Americans with Disabilities Act and the Rehabilitations 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.

**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  
Campus Title IX Coordinator  
jstewart@lsu.edu  
LSU Office of Human Resource Management  
110 Thomas Boyd Hall  
Baton Rouge, LA 70803  
225-578-8200

Maria Fuentes\_Martin  
Title IX Deputy Coordinator for Students  
mari@lsu.edu  
LSU Dean of Students  
333 Student Union  
Baton Rouge, LA 70803  
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 Carper, lcarpe6@lsu.edu  
CMST 2060, 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](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.

### **Organization for Communication Studies (OCS)**

The Organization for Communication Studies (OCS) is for any undergraduate LSU student interested in Communication Studies. Whether you are a CMST major, minor, or any student interested in Communication Studies, our goal is to create a network of students and faculty united by a shared interest in communication, a desire to better one's self through interpersonal interactions, and a sense of duty to the CMST Department and local LSU Community.

Members of OCS will have opportunities to meet with representatives from various businesses and institutions to receive career search tips and learn about areas such as hospitality, customer service, recreation and tourism, sales and marketing, and various entry level trainee programs.

OCS members will also participate in department events such as hosting the OCS Fall Kickoff, the Public Speaking Competition, and the annual department Awards Banquet.

If you are interested in joining OCS, please email your request to:

Dr. Joni M. Butcher, Faculty Advisor

[jbutche@lsu.edu](mailto:jbutche@lsu.edu)

### **LSU Speech and Debate Club**

If you are student who may be interested in debate, public speaking, or acting/performance, then the LSU Speech and Debate Team is perfect for you! Speech and debate is an intercollegiate activity where students debate, interpret literature through oral performance, and write and perform their own persuasive and informative speeches! Membership is open to all LSU students and no prior experience is required. Our students travel to compete at other universities and colleges, produce performances and debates on campus, and curate community workshops. Students who've been affiliated with speech and debate programs find success from the

courtroom to Hollywood! If interested check out our social media at:  
[https://www.facebook.com/LSUSpeechDebate/?ref=br\\_rs](https://www.facebook.com/LSUSpeechDebate/?ref=br_rs).

You can also visit our department website at:  
[https://www.lsu.edu/hss/cmst/student\\_orgs/Speech\\_and\\_Debate\\_Team/mixon.php](https://www.lsu.edu/hss/cmst/student_orgs/Speech_and_Debate_Team/mixon.php).

We hope to hear from you soon! Contact:  
Joquina Reed, Director of Forensics  
[Jreed2@lsu.edu](mailto:Jreed2@lsu.edu)