**Marshall University**

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| Course Title/Number | Fundamentals Of Speech Communication / CMM 103 |
| Semester/Year | Fall / 2012 |
| Days/Time | T-TR / 8:00-9:15AM |
| Location | SH 414 |
| Instructor | Deion Hawkins |
| Office | SH 255 |
| Phone | (317) 490-9120 |
| E-Mail | hawkins64@live.marshall.edu |
| Office/Hours | T-TR: 9:30-12:30pm |
| University Policies | By enrolling in this course, you agree to the University Policies listed below. Pleaseread the full text of each policy be going to [www.marshall.edu/academic-affairs](http://www.marshall.edu/academic-affairs) and clicking on “Marshall University Policies.” Or, you can access the policies directly by going to <http://www.marshall.edu/academic-affairs/?page_id=802>Academic Dishonesty/ Excused Absence Policy for Undergraduates/ Computing Services Acceptable Use/ Inclement Weather/ Dead Week/ Students with Disabilities/ Academic Forgiveness/ Academic Probation and Suspension/ Academic Rights and Responsibilities of Students/ Affirmative Action/ SexualHarassment |

The table below shows the following relationships: How each student learning outcomes will be practiced and assessed in the course.

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| **Course Student Learning****Outcomes***S t u d e n t s w i l l :* | **How students will practice each****outcome in this Course** | **How student****achievement of each****outcome will be assessed in this Course** |
| *Determine audience orientation**toward the topic* | LectureClassroom activitiesAudience evaluation surveyPeer evaluations | Speech ProposalsPreparation OutlinesOral Presentations Critical Listening Assignment QuizzesExams |
| *Identify supporting material most**relevant to the audience* | LectureClassroom activitiesPeer evaluations | Speech ProposalsSupporting a ClaimCreating an ArgumentOral PresentationsPreparation Outlines |

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|  |  | Critical ListeningAssignmentQuizzesExams |
| *Recognize and adjust to nonverbal**audience feedback* | LectureActivitiesPeer evaluations | Oral PresentationsCritical ListeningAssignmentQuizzesExams |

**Students will learn to demonstrate critical thinking in the production and evaluation of**

**communication events by**

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| *Differentiating between various types**of evidence* | LectureClassroom Activities | Speech ProposalsSupporting a ClaimOral PresentationsPreparation OutlinesQuizzesExams |
| *Extrapolating valid claims from**evidence* | LectureClassroom Activities | Persuasive SpeechPreparation OutlinesSelf-Evaluations Critical Listening QuizzesExams |
| *Identifying and producing factual,**value, and policy claims* | LectureClassroom Activities | Speech ProposalsPersuasive SpeechPreparation OutlinesCritical ListeningQuizzesExams |
| *Identifying the types of reasoning that**link evidence to claims* | LectureClassroom Activities | Creating an ArgumentPersuasive Speech Preparation Outlines Critical ListeningSelf-EvaluationsQuizzesExams |
| *Identifying the limitations of evidence* | LectureClassroom Activities | Creating an ArgumentPersuasive SpeechCritical ListeningQuizzesExams |
| *Identifying weaknesses in argument and reasoning* | LectureClassroom ActivitiesPeer Evaluations | Creating an Argument Speech Proposals Persuasive Speech Critical ListeningSelf-Evaluations |

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|  |  | QuizzesExams |
| *Producing valid arguments* | LectureClassroom ActivitiesPeer Evaluations | Creating an ArgumentPersuasive SpeechCritical Listening Self-Evaluations QuizzesExams |

**Students will produce organized informative and persuasive presentations by**

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| *Demonstrating the ability to capture**audience attention,* | LectureClassroom ActivitiesPeer Evaluations | Oral PresentationsPreparation OutlinesSpeech Proposals Self-Evaluations Critical Listening QuizzesExams |
| *Stating the thesis and previewing their**oral remarks,* | LectureClassroom ActivitiesPeer Evaluations | Oral PresentationsPreparation OutlinesSelf-EvaluationsCritical ListeningQuizzesExams |
| *Using transitions and signposts to emphasize speech structure, and* | LectureClassroom ActivitiesPeer Evaluations | Oral Presentations Preparation Outlines Self-Evaluations Critical ListeningQuizzesExams |
| *Concluding their remarks with a**summary of the main points* | LectureClassroom ActivitiesPeer Evaluations | Oral PresentationsPreparation OutlinesSelf-Evaluations Critical Listening QuizzesExams |

**Students will develop effective extemporaneous speaking skills by**

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| *Maintaining eye contact with the**audience while speaking* | LectureClassroom ActivitiesPeer Evaluations | Oral PresentationSelf-EvaluationsCritical ListeningQuizzesExams |
| *Using gestures which complement the**verbal message* | LectureClassroom ActivitiesPeer Evaluations | Oral PresentationSelf-EvaluationsCritical ListeningQuizzesExams |

*Speaking with varied vocal cues* Lecture

Classroom Activities

Peer Evaluations

Oral Presentation Self-Evaluations Critical Listening Quizzes

Exams

**Required Texts, Additional Reading, and Other Materials**

1. Public Speaking Strategies for Success 6th Edition by David Zarefsky

2. Communication Studies 103 Student handbook by Kristine Greenwood

3. 1 Sony Mini DVD + RW

**Grading Policy**

A = 90% – 100% B= 80% – 89% C= 70% – 79% D= 60% - 69% F= 0% - 59%

**Point Calculation**

**Written Work**

- Informative Speech Proposal: 40

- Persuasive Speech Proposal: 40

- Supporting A Claim: 25

- Creating an argument: 35

- Informative Outline: 50

- Informative Self Evaluation: 15

- Persuasive Speech Outline: 50

- Persuasive Self Evaluation: 15

- Listening: 30

- **Total: 300**

**\*\*Oral Assignments:**

**-** Introduction Speech: 20

-Informative Speech: 75

- Persuasive Speech: 100

- Ceremonial Speech: 50

Impromptu Speech: 20

**Total: 265**

**Quizzes:**

15 x 10 points each: **150**

**Exams:**

-Unit Exams: 120

-Final Exam: 10

**Total: 220**

**Participation:** 75

**Attendance Policy**

Roll will be taken every day and you are expected to be in class and on time. If you have any unforeseen circumstances that prevent you from attending then it is your responsibility to inform me *ahead of time* if at all possible. Tardiness will not be tolerated. According to Student Affairs, a student must secure a University Excused Absence upon returning to class. This does not mean waiting two weeks and then

expecting me to allow you to make-up the assignments that you missed. Be proactive. It is the responsibility

of the student to request an opportunity to complete missed assignments. Students should be aware that

excessive absences--whether excused or unexcused--may affect their ability to earn a passing grade. Regardless of the nature of the excused absence, the student is responsible for completing all coursework prior to the end of the semester.

**Class Participation**

In order for you to demonstrate the skills necessary for this course, you will be required to participate in group activities. From time to time, it will be necessary for you to prepare for class on your own time.

These activities will require you to complete assignments from your workbook. There will be an addition of

75 points for participation added to your total points accumulated for the semester. Failure to participate in

class, with the completed assignments will result in the deduction of points from this category.

**Make-up Work**

It is expected that you will turn in all work by the due date. If for some reason you need extra time then ask. Exceptions will be made on an individual basis. Exams and Speeches must be taken / delivered on the date that they are scheduled. Only a University Excused Absence will be considered in order for these items to

be made up. Any assignments turned in late will be cut the amount of points equal to one letter grade. No

email copies of assignments will be accepted unless a prior arrangement has been made and accepted by me.

In order for you to achieve the objectives of this course; acquiring the skills to speak publicly; you must complete the oral performance of the informative and persuasion speeches. Failure to meet this requirement will result in failing the course without exception.

**APA Style Formatting**

All written work submitted in this class must adhere to the APA formatting guide as published by the American Psychological Association, which can be found here: [http://owl.english.purdue.edu/owl/resource/560/01/.](http://owl.english.purdue.edu/owl/resource/560/01/) Failure to follow these guidelines may result in major point deductions per assignment.

**Speeches**

All students are required to present themselves in a professional manner when delivering oral presentations. **All students are required to be business casual for informative and persuasive speech.** Failure to do so will result in the deduction of points.

**Exams**

There are two exams given during the semester that are meant to test your critical thinking skills as well as your knowledge of the textbook. It is up to you to do the assigned reading. The exams will come from information in the textbook. The final exam is comprehensive.

**Mutual Respect**

Please treat each other with mutual respect. Hatred of any kind will not be tolerated. Our class is made up of a diverse population and it must be respected regardless of our differences. Embrace diversity!

**Cell Phones**

Cell phones must be turned off and put away. Texting in class is unacceptable behavior. If you are caught, and you will be, you will be asked to leave the class for the day.

**Peer Feedback**

It is important that you are a good audience member. You will be required to complete peer feedback forms for each oral presentation. If you are absent from class during your peer’s oral presentation they will not be able to receive your feedback. Therefore, I will deduct points equal to one letter grade for each absence on days of these presentations. *If you are officially excused from class you will be required to write a 1 – 2 page paper to*

*make up the lost points.*

**Quizzes**

There will be 15 ten point quizzes handed out in class on each Thursday. My suggestion would be for you

to read the textbook as these quizzes, for the most part, come directly from the text. I do not hate you. I am attempting to prepare you for the exams which come directly from the text and historically have been considered some of the most difficult exams given by the University.

**Video Recording Policy**

Each of your major speeches will be recorded on a mini-DVD compatible with our cameras that you provide. The DVD belongs to you and should be reviewed by you for the self-evaluation assignment. Although many of us find seeing ourselves on video a disconcerting experience, it is an excellent way of improving your public speaking performances. You can see and hear aspects of your performance that

need improvement for future assignments. You can also see and hear how you have improved. We have an

annual assessment program for our course, and you may be asked to voluntarily submit your DVD as part

of that assessment. The DVD is yours, and you are not obligated to help us with this program assessment. However, we are grateful for your cooperation.

**Course Schedule**

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| **Week** | **Date** | **Topic/Assignment** | **Reading** |
| Week 1 | August 28 | IntroductionChapter 1 – Welcome to Public Speaking*The Rhetorical Situation & The Tell It Theory*Chapter 2 – Your First Speech | Chapters 1, 2, 3 |
| August 30 | Chapter 3 – Presenting the Speech *Communication**Diary* |
| Week 2 | September 4 | **Introductory Speeches / 20pts.** | Chapter 4 |
| September 6 | Chapter 4 – Listening Critically |
| Week 3 | September 11 | **Critical Listening Assignment /30 pts.**Chapter – 5 Analyzing Your Audience*Audience Analysis Profile*Informative Speech Assignments Preparation | Chapter 5 |
| September 13 | Chapter – 6 Choosing a Topic and Developing aStrategy*Topics & Purposes**APA* | Chapter 6 |
| Week 4 | September 18 | Chapter 7 – Researching the Topic*Types of Evidence***Informative Speech Proposal / 40 pts.** | Chapter 7 |
| September 20 | Chapter 9 – Organizing the Speech: The Body*Coordination & Subordination* | Chapter 9 |
| Week 5 | September 25 | Chapter 10 – Organizing the Speech: Introductions,Conclusions, and Transitions**Supporting a Main Point / 25 pts.** | Chapter 10 |
| September 27 | Chapter 11 – Outlining the Speech*Scrambled Outline* | Chapters 11 |
| Week 6 | October 2 | Chapter 13 – Informing | Chapter 13 |
| October 4 | Chapter 15 – Speaking with Visual Aids | Chapter 15 |
| Week 7 | October 9 | **Informative Speeches / 100 pts.****Informative Outline / 50 pts.** |  |
| October 11 | Informative Speeches Continued |  |
| Week 8 | October 16 | Informative Speeches Continued |  |
| October 18 | Informative Speeches Continued / Mid Term Review |  |
| Week 9 | October 23 | **Mid Term Exam / 100 pts.** | Chapters 1-7, 9-11,13 & 15 |
| October 25 | Chapter 18 – Reasoning**Informative Speech Self Analysis / 15 pts.***Writing Valid Arguments**Identify the Type of Claim*Persuasive Speech Writing Assignments | Chapter 8 |
| Week 10 | October 30 | Reasoning Part 2 |

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|  |  | *Making Inferences**What’s My Fallacy?* |  |
| November 1 | *Class is cancelled* |
| Week 11 | November 6 | Chapter 14 – Persuading**Creating an Argument / 25 pts.** | Chapter 14 |
| November 8 | Chapter 12 – Achieving Style Through Language*Language Style**Language and Precision* | Chapter 12 |
| Week 12 | November 13 | **Persuasive Speeches / 100 pts.****Persuasive Speech Outline / 50 pts.** |  |
| November 15 | *Class is cancelled* |
| Week 13 | November 20 | *Thanksgiving Break* |  |
| November 22 |
| Week 14 | November 27 | Persuasive Speeches continued |  |
| November 29 | Persuasive Speeches continued |
| Week 15 | December 4 | Persuasive Speeches continuedChapter 16 – Occasions for Public Speaking**Impromptu Speeches / 25 pts.** | Chapter 16 |
| December 6 | **Persuasion Speech Self Analysis / 15 pts. Ceremonial Speeches / 50 pts.** |
| Week 16 | December 11 | **Course Evaluation / Final Exam Review** |  |
| December 13 | *Dead Week no class* |
| Week 17 | December 18 | **Final Exam / 100 pts. 8:00 AM** |  |