**FUNDAMENTALS OF SPEECH COMMUNICATION**

**SYLLABUS**

**CMM 103 – SECTION 118 – CRN 1852**

**FALL SEMESTER 2012**

**(12:00-12:50 MWF – Smith Hall 261)**

**INSTRUCTOR: DAVID COOK**

**DEPARTMENT OF COMMUNICATION STUDIES**

**OFFICE: SMITH HALL 256**

**OFFICE PHONE: (696-6786)**

**OFFICE HOURS: BY APPT.**

**E-MAIL:** [**cookd@marshall.edu**](mailto:cookd@marshall.edu)

**TEXTS (REQUIRED): PUBLIC SPEAKING: STRATEGIES FOR SUCCESS, David Zarefsky,**

**Allyn & Bacon, 6th Ed.**

**COMMUNICATION STUDIES 103 (Student Handbook), Kristine Greenwood,**

**KendallHunt**

**IMPORTANT UNIVERSITY POLICIES RELATING TO THIS CLASS:**

**(1) All students should be familiar with the University Computing Services’**

**Acceptable Use Policy. This policy can be found on the web at**

[**http://www.marshall.edu/ucs/CS/accptuse.asp**](http://www.marshall.edu/ucs/CS/accptuse.asp)**.**

**(2) Students who require special accommodations should carefully read the**

**information on the following website** [**http://www.marshall.edu/disabled**](http://www.marshall.edu/disabled)**. It is the**

**responsibility of each student requiring accommodations to initiate this process.**

**(3) All students should be familiar with the university’s policy concerning academic**

**dishonesty. This policy can be found in your undergraduate catalog, and is available**

**online at** [**http://www.marshall.edu/catalog/undergraduate/ug\_07-08.pdf**](http://www.marshall.edu/catalog/undergraduate/ug_07-08.pdf)**. Any student**

**caught committing plagiarism or any other action of academic dishonesty, including**

**cheating or collaborating with other students on outside work, will automatically fail**

**this course and will be referred to the Dean of their respective college for further**

**University disciplinary action.**

**(4) Students can find information concerning Marshall’s policy regarding inclement weather**

**at** [**http://www.marshall.edu/www/policy/policy\_07.html**](http://www.marshall.edu/www/policy/policy_07.html)**.**

**STUDENT RESPONSIBILITIES: A student of this course is solely responsible for the**

**following items: class attendance, timeliness, note taking, exam taking, prompt**

**submission of all required written assignments and courtesy to other classmates**

**and faculty. It is expected that all students of the University will conduct themselves**

**in a mature manner both in the classroom and at events outside the classroom. Any student**

**who behaves in a manner disruptive to the class will be asked to leave and**

**may be subject to additional University disciplinary action.**

* **IPODS AND OTHER MUSIC DEVICES MUST BE TURNED OFF DURING CLASS.**
* **CELL PHONE USAGE IS NOT ALLOWED DURING CLASS. Talking and/or texting**

**during class is discourteous to both the instructor and to other students**

**and falls within the area of disruptive behavior outlined above.**

* **LAP TOP COMPUTERS ARE PERMITTED FOR NOTE-TAKING ONLY.**

**ALL EQUIPMENT MUST BE STOWED DURING SPEAKING PRESENTATIONS**

**OR WILL BE TAKEN UP AND RETURNED AT THE END OF THE CLASS PERIOD**

**COURSE SCHEDULE**

**Date Topics/Assignments Readings**

**Week One**

M 27 Chapter 1: Welcome to Public Speaking Chapters 1 and 2

W 29 Chapter 2: Your First Speech Chapter 3

F 31 Chapter 3: Presenting the Speech Chapter 4 Assign Introductory Speech

**Week Two**

M 3 LABOR DAY HOLIDAY (NO CLASSES)

W 5 **Introductory Speeches**

F 7 **“**

Begin Chapter 4: Listening Critically

**Week Three**

M 10 Chapter 4: Listening Critically Chapter 5

Assign Listening assignment

W 12 Chapter 5: Analyzing Your Audience Chapter 6

F 14 Chapter 6: Choosing a Topic & Developing a Strategy Assign Unit I Exam Chapters (Chapters 1-6)

**Week Four**

M 17 Review for Exam Chapter 7

W 19 **Unit I Exam**

F 21 Chapter 7: Researching the Speech Chapter 9 Assign Informative Speech Proposal/Assign Informative Speech

**Week Five**

M 24 Chapter 9: Organizing the Speech: The Body Chapter 10

Assign Supporting a Main Point

W 26 Chapter 10: Introductions, Conclusions, & Transitions Chapter 11

F 28 Chapter 11: Outlining the Speech Chapter 13

**Week Six**

M 1 Chapter 13: Informing Chapter 15

**Informative Speech Proposal Due**

W 3 Chapter 15: Speaking With Visual Aids

F 5 **Supporting a Main Point Due** Chapter 12

**Date Topics/Assignments Readings**

**Week Seven**

M 8 **Informative Speeches**

W 10 **“**

F 12  **“**

Assign Unit II Exam Chapters (Chapters 7, 9, 10, 11, 13 and 15)

**Week Eight**

M 15 **Informative Speeches**

W 17  **“**

F 19  **“**

**Week Nine**

M 22 Chapter 12: Achieving Style Through Language

W 24 Review for Exam II Chapter 8

F 26 **Unit II Exam**

**Week Ten**

M 29 Chapter 8: Reasoning

Assign Creating An Argument

W 31 Chapter 8 continued

Assign Persuasive Speech Proposal/Assign Persuasive Speech

F 2 Chapter 8 continued Chapter 14

**Week Eleven**

M 5 **Creating An Argument Due**

**Persuasive Speech Proposal Due**

W 7 Chapter 14: Persuading

F 9 Chapter 14 continued

**Week Twelve**

M 12 **Persuasive Speeches**

W 14  **“**

F 16  **“**

**M 19 – F 23 Thanksgiving Break**

**Week Thirteen**

M 26 **Persuasive Speeches** Chapter 16

W 28  **“**

F 30  **“**

Assign Ceremonial Speech

**Date Topics/Assignments Readings**

**Week Fourteen**

M 3 Chapter 16: Occasions for Public Speaking

W 5 **Ceremonial Speeches**

F 7  **“**

**Week Fifteen**

M 10 Review for Final Exam (Comprehensive)

**F 14 FINAL EXAM (10:15 – 12-:15)**

**ALL REQUIRED ASSIGNMENTS MUST BE COMPLETED TO PASS THE COURSE**