COMMUNICATION STUDIES 103

Fundamentals of Speech Communication

General Syllabus

**CMM 103 Section 208**

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Office Hours: 11:00am to 12:00pm MWF, 1:00pm to 3:00pm M, by appointment

**Textbook**: David Zarefsky; Public *Speaking: Strategies for Success,* 6th ed., 2011.

**Course Description**: A course designed to enhance the development of critical-thinking skills and their application to verbal and nonverbal interaction in interpersonal and public communication contexts.

**Course Philosophy**: CMM 103 is a part of the university’s general education requirements. We believe that communication is a fundamental and essential part of life. We also believe that improving both your understanding of communication and your ability to communicate effectively will serve you well in your career, your relationships, and your civic life. This course is designed to help you become more confident, more articulate, and better able to interpret the communication of others.

**University Policies**

By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy at [www.marshall.edu/academic-affairs/policies](http://www.marshall.edu/academic-affairs/policies) **Students with Disabilities |** **Affirmative Action | Computing Services Acceptable Use Excused Absence (undergraduate) | Academic Dishonesty | Inclement Weather | MU Alert**

**Program Student Learning Outcomes**

1. **Specialized Knowledge**
2. **Broad Integrative Knowledge**
3. **Intellectual Skills: Analytic Inquiry**
4. **Intellectual Skills: Use of information resources**
5. **Intellectual Skills: Engaging diverse perspectives**
6. **Intellectual Skills: Quantitative fluency**
7. **Intellectual Skills: Communication fluency**
8. **Applied Learning**
9. **Civic LearningRelationships among Course, Program, and Degree Profile Outcomes**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course Outcomes**  | **How Accomplished in this Course** | **How Evaluated in this Course** | **Program Outcomes** | **Degree Profile Outcomes** |

**Students will be able to recognize communication as a transactional process by**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Determining audience orientation toward the topic. | LectureClassroom activitiesAudience Evaluation SurveyPeer Evaluations | Speech ProposalsOral PresentationsCritical ListeningExam | 1, 5, 7. 8 | * 1, 5, 7. 8
 |
| Identifying supporting material most relevant to the audience  | LectureActivitiesPeer Evaluations | Speech ProposalsSupporting a ClaimCreating an Argument Oral PresentationsPreparation OutlinesCritical ListeningExam | 1, 3, 4, 5, 7, 8 | * 1, 3, 4, 5, 7, 8
 |
| Recognizing and adjusting to nonverbal audience feedback  | LectureActivitiesPeer Evaluations | Oral PresentationsCritical ListeningExams | 1 ,7, 8 | * 1 ,7, 8
 |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Differentiating between various types of evidence | LectureClassroom Activities | Speech ProposalsSupporting a ClaimCreating an ArgumentOral PresentationsPreparation OutlinesExam | **1, 2, 3, 5, 7, 8, 9** | * **1, 2, 3, 5, 7, 8, 9**
 |
|  Extrapolating valid claims from evidence | LectureClassroom Activities | Creating an ArgumentPersuasive SpeechPreparation OutlinesSelf EvaluationCritical ListeningExam | **1, 2, 3, 5, 7, 8, 9** | * **1, 2, 3, 5, 7, 8, 9**
 |
| Identifying and producing factual, value, and policy claims | LectureClassroom Activities | Creating an ArgumentSpeech ProposalsPersuasive SpeechPreparation OutlinesCritical ListeningExam | **1, 2, 3, 5, 7, 8, 9** | * **1, 2, 3, 5, 7, 8, 9**
 |
| Identifying the types of reasoning that link evidence to claims  | LectureClassroom Activities | Creating an ArgumentPersuasive SpeechPreparation OutlinesCritical ListeningSelf EvaluationExam | **1, 2, 3, 5, 7, 8, 9** | **1, 2, 3, 5, 7, 8, 9** |
| Identifying the limitations of evidence | LectureClassroom Activities | Creating an ArgumentPersuasive SpeechCritical ListeningExam | **1, 2, 3, 5, 7, 8, 9** | **1, 2, 3, 5, 7, 8, 9** |
|  Identifying weaknesses in argument and reasoning | LectureClassroom ActivitiesPeer Evaluations | Creating an ArgumentSpeech ProposalsPersuasive SpeechCritical ListeningSelf EvaluationExam | **1, 2, 3, 5, 7, 8, 9** | **1, 2, 3, 5, 7, 8, 9** |
| Producing valid arguments | LectureClassroom ActivitiesPeer Evaluations | Creating an ArgumentPersuasive SpeechCritical ListeningSelf EvaluationExam | **1, 2, 3, 5, 7, 8, 9** | **1, 2, 3, 5, 7, 8, 9** |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Demonstrating the ability to capture audience attention, | LectureClassroom ActivitiesPeer Evaluations | Oral PresentationsPreparation OutlinesSpeech ProposalsSelf EvaluationCritical Listening Exam | **1, 7** | **1, 7** |
| Stating the thesis and previewing their oral remarks, | LectureClassroom ActivitiesPeer Evaluations | Oral PresentationsPreparation OutlinesSelf EvaluationCritical ListeningExam | **1, 7** | **1, 7** |
| Using transitions and signposts to emphasize speech structure, and | LectureClassroom ActivitiesPeer Evaluations | Oral PresentationsPreparation OutlinesSelf EvaluationCritical ListeningExam | **1, 7** | **1, 7** |
| Concluding their remarks with a summary of the main points | LectureClassroom ActivitiesPeer Evaluations | Oral PresentationsPreparation OutlinesSelf EvaluationCritical ListeningExam | **1, 7** | **1, 7** |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Maintaining eye contact with the audience while speaking | LectureClassroom ActivitiesPeer Evaluations | Oral Presentation Self EvaluationCritical ListeningExam | **1, 7** | **1, 7** |
| Using gestures which complement the verbal message | LectureClassroom ActivitiesPeer Evaluations | Oral Presentation Self EvaluationCritical ListeningExam | **1, 7** | **1, 7** |
| Speaking with varied vocal cues  | LectureClassroom ActivitiesPeer Evaluations | Oral Presentation Self EvaluationCritical ListeningExam | **1, 7** | **1, 7** |

**Attendance Policy**: Regular attendance in this class is essential if you expect to succeed. In addition, attendance during speech presentations is mandatory. To pass this class you must perform all the oral speaking assignments on the date assigned, and you are expected to provide your fellow classmates with appropriate feedback. Each instructor will deduct points for your failure to participate as an audience member while others are presenting their speeches. Of course, university excused absences will be honored, and arrangements will made for makeup work. Absences not excused by the university and subsequent makeup work are subject to the discretion of your instructor. If possible, you should talk with your instructor prior to absences, but when not possible, you need to speak with your instructor as soon as possible after the absence to arrange for makeups.

**Plagiarism Policy**: All written and oral assignments should be your own work. Any supporting material (information and ideas) from other sources should be acknowledged in some way. Both oral and written footnotes are required for this course. Submitting work that is not original is considered academic dishonesty and taken seriously by the University, the College of Liberal Arts and the Department of Communication Studies. Penalties for academic dishonesty can range from a zero for the assignment to expulsion from the University. Academic dishonesty includes using speeches and outlines from other students or other sources and submitting or performing them as your own.

**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.

**Requirements:**Written assignments

 Informative speech proposal 40 points

 Persuasive speech proposal 40

 Supporting a claim 25

 Creating an argument 25

 Informative preparation outline 50

 Informative self-evaluation 15

 Persuasive speech preparation outline 50

 Persuasive self-evaluation 15

 Listening 30

 Chapter Reviews 160

 Speech Topic Sharing 10

 Total: 460

Oral assignments (Speeches must be presented to an audience to pass the course)

 Introduction speech 20

 Informative speech 75

 Persuasive speech 100

 Ceremonial speech 50

 Impromptu speech 20

 Total: 265

Exams

 Unit exams 120

 Final exam 100

 Total: 220

Total Points Available: 945

Grading: A = 100--90% 945- 846

 B = 89–-80% 845-752

 C = 79--70% 751-657

 D = 69--60% 656-563

**Assignment Policy:**

1. **You must submit your assignments electronically using the Marshall University Blackboard system.** I do not want printed or emailed assignments. **If you do not submit them appropriately, you may receive a zero for the assignment.**
2. **You must submit your assignments on time.** You may be excused from this with a university excused absence. **Otherwise, late work will be penalized by a 5 point deduction per each class session that it is late.**

**Tentative Course Schedule:**

|  |  |  |  |
| --- | --- | --- | --- |
| Day | Date | Topics | Readings and Assignments |
| M | January 14 | Chapter 1: Welcome to Public Speaking | Chapters 1 & 2 |
| W | January 16 | Chapter 2: Your First Speech | Chapter 3, Chapter Reviews 1-4 |
| F | January 18 | Chapter 3: Presenting the Speech | Chapter 4, Introductory Speech |
| M | January 21 | **Martin Luther King Jr. Day-No Classes** |  |
| W | January 23 | **Introductory Speeches****Chapters 1, 2, 3 and 4 Reviews Due** |  |
| F | January 25 | **Introductory Speeches**Chapter 4: Listening Critically |  |
| M | January 28 | Chapter 4: Listening Critically | Chapter 5, Listening Assignment |
| W | January 30 | Chapter 5: Analyzing Your Audience | Chapter 6 |
| F | February 1 | Chapter 6: Choosing a Topic and Developing a Strategy**Chapters 5 and 6 Reviews Due** | Study for Unit I Exam, Chapters 1-6 |
| M | February 4 | Class Review for Exam | Keep studying for Exam I! |
| W | February 6 | **Unit I Exam** | Chapter 7 |
| F | February 8 | Chapter 7: Researching the Speech | Chapter 9, Informative Speech Proposal, Informative Speech |
| M | February 11 | Chapter 9: Organizing the Speech, the Body | Chapter 10, Supporting a Main Point |
| W | February 13 | Chapter 10: Introductions, Conclusions, and Transitions | Chapter 11, Chapter Reviews 7, 9, 10 |
| F | February 15 | Chapter 11: Outlining the Speech**Chapter Reviews 7, 9, 10 Due** | Chapter 13, Informative Proposals and Speeches/Supporting a Main Point due next week! |
| M | February 18 | Chapter 13: Informing**Informative Speech Proposal Due** | Chapter 15, Chapter Reviews 11, 13, 15 |
| W | February 20 | Chapter 15: Speaking with Visual Aids |  |
| F | February 22 | Speech Prep Day**Supporting a Main Point Due** | Chapter 12 |
| M-F | February 25, 27, March 1 | **Informative Speeches and Preparation Outlines Due, Speeches all week** |  |
| M-F | March 4, 6, 8 | **Informative Speeches and Preparation Outlines Due, Speeches all week** | Study for Unit II Exam |
| M | March 11 | Chapter 12: Achieving Style Through Language**Chapter Reviews 11, 13, 15 Due** |  |
| W | March 13 | Review for Unit II Exam | Chapter 8, Chapter Reviews 12, 8 |
| F | March 15 | **Unit II Exam** | Chapter 8 |
| M-F | March 18-22 | **Spring Break!!!** |  |
| M | March 25 | Chapter 8: Reasoning | Creating an Argument |
| W | March 27 | Chapter 8: Reasoning | Persuasive Speech Proposal, Persuasive Speech |
| F | March 29 | Chapter 8: Reasoning | Chapter 14: Persuading |
| M | April 1 | Chapter 14: Persuading**Creating an Argument and Persuasive Speech Proposal Due** | Prepare for Persuasive Speeches |
| W | April 3 | **Assessment Day, No Class!!!** |  |
| F | April 5 | Chapter 14: Persuading |  |
| M-F | April 8, 10, 12 | **Persuasive Speech and Preparation Outline Due, Speeches all week** |  |
| M-F | April 15, 17, 19 | **Persuasive Speech and Preparation Outline Due, Speeches all week** | Chapter 16, Ceremonial Speech, Chapter Reviews 14, 16 |
| M | April 22 | Chapter 16: Occasions for Public Speaking |  |
| W | April 24 | Chapter 16: Occasions for Public Speaking |  |
| F | April 26 | **Ceremonial Speech**  | Begin studying for final exam |
| M | April 29 | **Ceremonial Speech**  | Study for Final |
| W | May 1 | **Impromptu Speech** | Study for Final |
| F | May 3 | Review for Final Exam | **Study for Final!** |
| M | May 6 | **Final Exam 10:15 to 12:15** |  |

\*I reserve the right to make changes to this schedule or syllabus.