**Marshall University**

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| **Course Title/Number**  | Fundamentals Of Speech Communication / CMM 103 |
| **Semester/Year** | Spring / 2013 |
| **Days/Time** | T-TR / 8:00-9:15AM, 9:30-10:45AM |
| **Location** | Smith Hall 261 |
| **Instructor** | Deion Hawkins |
| **Office** | SH 255 |
| **E-Mail** | hawkins64@live.marshall.edu |
| **Office/Hours** | T-TR: 11AM-2PM  |
| **University Policies** | By enrolling in this course, you agree to the University Policies listed below. Please read 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/ Sexual Harassment  |

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** ***Students will:***  | **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 Proposals Preparation OutlinesOral PresentationsCritical Listening AssignmentQuizzesExams |
| *Identify supporting material most relevant to the audience* | LectureClassroom activitiesPeer evaluations | Speech ProposalsSupporting a ClaimCreating an Argument Oral PresentationsPreparation OutlinesCritical Listening AssignmentQuizzesExams |
| *Recognize and adjust to nonverbal audience feedback* | LectureActivitiesPeer evaluations | Oral PresentationsCritical Listening AssignmentQuizzesExams |

**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-EvaluationsCritical ListeningQuizzesExams |
| *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 SpeechPreparation OutlinesCritical 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 ArgumentSpeech ProposalsPersuasive SpeechCritical ListeningSelf-EvaluationsQuizzesExams |
| *Producing valid arguments* | LectureClassroom ActivitiesPeer Evaluations | Creating an ArgumentPersuasive SpeechCritical ListeningSelf-EvaluationsQuizzesExams |

**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 ProposalsSelf-EvaluationsCritical 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 PresentationsPreparation OutlinesSelf-EvaluationsCritical ListeningQuizzesExams |
| *Concluding their remarks with a summary of the main points* | LectureClassroom ActivitiesPeer Evaluations | Oral PresentationsPreparation OutlinesSelf-EvaluationsCritical ListeningQuizzesExams |

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

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| *Maintaining eye contact with the audience while speaking* | LectureClassroom ActivitiesPeer Evaluations | Oral Presentation Self-EvaluationsCritical ListeningQuizzesExams |
| *Using gestures which complement the verbal message* | LectureClassroom ActivitiesPeer Evaluations | Oral Presentation Self-EvaluationsCritical ListeningQuizzesExams |
| *Speaking with varied vocal cues*  | LectureClassroom ActivitiesPeer Evaluations | Oral Presentation Self-EvaluationsCritical ListeningQuizzesExams |

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

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| 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
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**Grading Policy**

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

**Point Calculation**

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| **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

**Oral Assignments:-** Introduction Speech: 20-Informative Speech: 75- Persuasive Speech: 100- Ceremonial Speech: 50Impromptu Speech: 20**Exams:**-Unit Exams (2x60): 120-Final Exam: 10**Participation:** 75  |

**Attendance Policy**

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| 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.. 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**

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| 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**

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| 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**

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| 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/>. Failure to follow these guidelines may result in major point deductions per assignment. |

**Speeches**

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| 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**

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| 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**

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| 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**

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| 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. |

**Video Recording Policy**

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| 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 | January 15 | IntroductionChapter 1 – Welcome to Public Speaking*The Rhetorical Situation & The Tell It Theory*Chapter 2 – Your First Speech  | Chapters 1, 2, 3 |
| January 17th | Chapter 3 – Presenting the Speech *Communication Diary* |
| Week 2  | January 22 | **Introductory Speeches / 20pts.** | Chapter 4 |
| January 24 | Chapter 4 – Listening Critically |
| Week 3 | January 29 | **Critical Listening Assignment /30 pts.**Chapter – 5 Analyzing Your Audience *Audience Analysis Profile* Informative Speech Assignments Preparation | Chapter 5 |
| January 31 | Chapter – 6 Choosing a Topic and Developing a Strategy *Topics & Purposes* *APA* | Chapter 6 |
| Week 4 | February 5 | Chapter 7 – Researching the Topic *Types of Evidence* **Informative Speech Proposal / 40 pts.** | Chapter 7 |
| February 7 | 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 | February 12 | Chapter 13 – Informing | Chapter 13 |
| February 14 | Chapter 15 – Speaking with Visual Aids | Chapter 15 |
| Week 7 | February 19 | **Informative Speeches / 100 pts.****Informative Outline / 50 pts.** |  |
| February 21 | Informative Speeches Continued |  |
| Week 8 | February 26 | Informative Speeches Continued |  |
| February 28 | Informative Speeches Continued / Mid Term Review |  |
| Week 9 | March 5 | **Mid Term Exam / 100 pts.** | Chapters 1-7, 9-11, 13 & 15 |
| March 7 | 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 | March 12 | Chapter 14-Persuading |
| March 14 | *No Class. (Away for debate nationals/conference)* |
| Week 11 | March 19 | SPRING BREAK |  |
| March 21 | SPRING BREAK |  |
| Week 12 | March 26 | **Persuasive Speeches / 100 pts.****Persuasive Speech Outline / 50 pts.** |  |
| March 28 | Persuasive Speeches continued |
| Week 13 | April 2 | Persuasive Speeches continued |  |
| April 4 |
| Week 14 | April 9 | Persuasive Speeches continued | Chapter 16 |
| April 11 | Chapter 16-Occasion for Public Speaking |
| Week 15 | April 16 | Chapter 12-Achieveing Style Through language | Chapter 12 |
| April 18 | *NO CLASS ( Extra credit opportunity )* |
| Week 16 | April 23 | **Impromptu Speeches**  |  |
| April 25 | **FINAL EXAM REVIEW**  |
| Week 17 | April 30 | *NO CLASS (Dead Week)* |  |
| Week 17 | May 7-9 | **Final Exam (specific dates TBD )** |  |