**COMMUNICATION STUDIES 103**

**Fundamentals of Speech Communication**

**General Syllabus**

CMM 103 Section 217 MWF 12:00-12:50 414

CMM 103 Section 219 MWF 1:00-1:50 SH 414

Instructor: Amelia Ferrell

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Office Hours: Monday 11-12 and 2-4, Wednesday 11-12, or *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 Marshall 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 in your civic life. This course is designed to help you become more confident, more articulate and better able to interpret the communication of others.

**Course Objectives:** A. Students will be able to recognize communication as a transaction process.

B. Students will learn to demonstrate critical thinking in the production and evaluation of communication events.

C. Students will produce organized information and persuasive speeches.

D. Students will develop effective extemporaneous speaking skills by:  
 1) Maintaining eye contact with the audience while speaking

2) Using gestures and complement the verbal message

3) Speaking with varied vocal cues

D. Students will give awesome speeches without feeling like he or she is going to throw up before and/or during speaking.

**Attendance Policy:** Regular attendance in this class is essential if you expect to succeed. You are given 3 unexcused absences to use this semester (these can be used for anything you like). After three have been used, each additional class missed will be 5 points off your final grade. In addition, attendance during speech presentations is **MANDATORY.** (For each missed presentation day, 5 points will be deducted from your speech grade.) Of course, university excused absences will be honored.

**Make-up/Late Work:** You will have only up to two weeks to make up work that is excused by a university excused absence. Absences not excused by the university and subsequent make-up work are allowed **as long as prior arrangements have been made with the instructor. I will give you the due date for that make up work and it must be turned in by that time. Otherwise, late work is not permitted.** It is your responsibility to contact me about makeup work.

**You must present your speech on your assigned day.** Make-up speeches will only be allowed for university excused absences. Also, make-up speeches must be given on a class speech day and for an audience. Please see me to arrange a makeup speech time.

Student athletes (Go Herd!) should let me know prior to the absence of when they will be out of class.

**Classroom Behavior: No cell phones in class – this includes texting, browsing, tweeting, facebook-ing, etc.** Cell phones should be kept on silent and use will result in points off final grade. Cell phones must be away during speeches.

Please do not enter or exit the classroom while someone is giving a speech. It is a disruption and rude to the speaker. If you are outside, please wait until you hear applause before entering. Also, please exercise proper conduct during your fellow students’ speeches. This includes eye contact, paying attention, and not doing other things. Rude or disrespectful behavior will be documented and points will be deducted from your speech grade.

**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 is 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 the cameras **THAT YOU PROVIDE**. The DVD belongs to you and should be reviewed by you for the self-evaluation assignment. Please purchase a mini-DVD PLUS RW (not minus RW or Memorex brand). If you do not provide your own DVD on your speech day, you will receive a zero on your self-evaluation assignment.

We have an annual assessment program for our course, and you may 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.

**Visual Aids:**  Visual aids are not required for all speeches (but will be for a few), but please feel free to make your own. However, they must be brought to class on a zipdrive, and if made on Powerpoint, must be 2003 compatible. Please understand the internet does not always work in Smith Hall, thus you should not assume you will be able to play a Youtube video or some other online video on your assigned speech day.

**Reading:**  I will try to stay as closely to the schedule as possible regarding the chapters we will cover, but it is very important you pay attention when I tell you what we will be covering the next class period. If you miss class, make sure you contact me or a fellow student regarding reading assignments and homework. Reading is important to make you familiar wit the concepts *before* I teach them to you and is pertinent since we spend a lot of time in this class on activities – not just lecture. Quizzes may be given to assess reading comprehension.

**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

Total points 290

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

Introduction speech 20

Informative speech 75

Persuasive speech 100

Ceremonial speech 50

Impromptu speech 20

Total points 265

Exams

Unit exams 120

Final exam 100

Total points 220

TOTAL POINTS AVAILABLE 775

Grading: A = 100--90% 745--697

B = 89–-80% 669--620

C = 79--70% 595--542

D = 69--60% 521--465

\*\* Please note I will sometimes give in class homework assignments. These are usually worth 5 points and will be added onto your final total. These cannot be made up, so it is important to come to class and complete these.