**CMM 103 (Sec. 229): Fundamentals of Speech Communication Syllabus**

**Spring 2013**

**Monday 6:30-9:00**

**Smith Hall RM 227**

**Instructor:** Sharon Pell                                            **Office #:** SH 227

**E-mail:** [webb88@marshall.edu](mailto:webb88@marshall.edu) or Blackboard Mail          **Office Phone #:** Use e-mail or Blackboard

**Office Hours:** By appointment

**Required Books and Materials:**

**Text:**  Zarefsky, D. (2011). Public Speaking Strategies for Success. (6th ed.) Boston, MA: Pearson.

**Workbook:***Greenwood, K. (2010) Communication studies 103: Student handbook.  Kendall-Hunt.*

**Mini DVD:**  A blank mini Sony DVD + RW will be required for videotaping speeches (Purchase at the MU Bookstore).

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

**Credit Hours:**  3

**Prerequisites or Co-requisites:** None

**Course Philosophy:** Fundamentals of Speech Communication is required by the University because we believe that it will help you learn to be more confident, more articulate, and a more intelligent consumer of information.  Through this course we hope to promote a greater understanding of the communication process in public as well as private settings.  Although we have all been communicating since birth, each of us could improve our understanding of communication and our communication skills.

**Desired Learner Outcomes/Objectives:**

After completing Communication Studies 103, students will be able to:

1.  Recognize public speaking as a transactional process by,

      a. determining audience orientation toward the topic

      b. identifying supporting material most relevant to the audience

      c. recognizing and adjusting nonverbal audience feedback,

2.  Demonstrate critical thinking in the production and evaluation of oral presentations by

a. differentiating among various types of evidence

b. extrapolating valid claims from evidence

c. identifying and producing factual, value, predictive and policy claims

  d. identifying the types of reasoning that link evidence to claims

      e. identifying limitations to evidence

      f. identifying weaknesses in argument and reasoning

      g. producing valid arguments

3.  Produce organized informative and persuasive presentations by

      a. demonstrating the ability to capture audience attention

      b. stating the thesis/preview of oral remarks

      c. using signposts, transitions, and internal previews/summaries to emphasize speech structure

      d. concluding presentations with a summary of main ideas

4.  Demonstrate effective extemporaneous speaking skills, including

      a. maintaining eye contact with the audience

      b. using gestures which complement the verbal message

      c. speaking with varied vocal cues.

**Evaluation/Measurement of Learner Outcomes:**

In order to measure the above outcomes we will do the following activities (including, but not limited to):

1. Class lecture/discussion activities in which we will learn about the basic perspectives in communication;

2. Examine the basic elements of communication including language and nonverbal communication,

meaning and thinking, defining and participating in a group communication exercise, critical

thinking exercises, analyzing and synthesizing the elements of public communication;

1. Prepare and deliver a variety of oral presentations;

4.    Present oral presentations using an extemporaneous style of delivery.

**Assessment of Learner Outcomes:**

1. You will have three examinations covering the content of the course.  Exams 1 & 2 will contain

multiple choice and short answer type questions, the final examination will be comprehensive

and multiple responses only;

2.    You will prepare and deliver an introductory speech;

3.    You will prepare and deliver 2 one-point speeches with appropriate outlines;

4.    You will prepare and deliver an informative speech with appropriate outline;

5.    You will prepare and deliver a persuasive speech with appropriate outline;

6.    You will prepare and deliver a ceremonial speech.

7.    You will write analyses of speeches both inside and outside of class;

8.    You will deliver an impromptu speech.

**Attendance Policy:** Attendance is essential for this course.  There is only one absence allowed either excused or unexcused.  Five points will be deducted after each class day missed passed the allotted one day.  However, attendance is mandatory for test days and speech days unless you have a University excused absence**.  Missing either the Informative or Persuasive Speech assignment will result in an “F” in the class.** Five points will be deducted on speech days (even if it is not your speaking day) if not present.

**Marshal University Excused Absence Policy:**  If you miss class when any speech, test, or assignment is due or you miss more than the allotted one absence (if you want to avoid the point deduction from your total grade) you must get a university excused absence to make up the assignment unless you have made prior arrangements with me.  You can find information about the MU excused absence policy at <http://www.marshall.edu/student-affairs/absence.htm>.  Once you have read the information and printed off and completed the form, then submit it to the Dean of Student Affairs with appropriate documentation.

**Grading Policy:** All assignments need to be turned in on the day they are due to receive full credit. You can turn your assignments in by using Blackboard or by bringing a hard copy to class. There are computers/printers in the library as well as in other buildings on campus.  Your printer not working is not an excuse for not turning in an assignment.  If you do not have your assignment the day it is due or have not turned it in on Blackboard you will not get credit for it.

**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% 775--694**

**B = 89–-80% 693--617**

**C = 79--70% 616--539**

**D = 69--60% 538--465**

**Assignments:**  All assignments must be typed.

**Plagiarism Policy:**  All assignments, written and oral, must be your own work, submitting others’ work as your own will result in a failing grade for the assignment and may lead to more severe penalties.  Information and ideas used from other sources must be acknowledged in some way.  The Department of Communication Studies, the College of Liberal Arts, and the University consider plagiarism, in any form, a very serious matter. Please visit the link provided to find out more information about Marshall University’s plagiarism policy: <http://www.marshall.edu/muonline/plagiarism.asp>

**Makeup Work:**  Assignments can only be made up with a University excused absence.

**Blackboard:** Make sure to check Blackboard mail at least once a week.

**Cell phones**:  All cell phones need to be turned off or turned to silent prior to the beginning of class.  Also, cell phones should never be answered in class (no texting during class either).  If there is an emergency and you need to use or answer your phone notify me before class.  Answering your cell phone or sending text messages in class will result in being asked to leave the class and take an absence for the day.  If there is a reoccurring problem further action will be taken if necessary.

**Policy for Students with Disabilities:** Marshall University is committed to equal opportunity in education for all students, including those with physical, learning and psychological disabilities.  University policy states that it is the responsibility of students with disabilities to contact the Office of Disabled Student Services (DSS) in Prichard Hall 117, phone 304 696-2271 to provide documentation of their disability.  Following this, the DSS Coordinator will send a letter to each of the student’s instructors outlining the academic accommodation he/she will need to ensure equality in classroom experiences, outside assignment, testing and grading.  The instructor and student will meet to discuss how the accommodation(s) requested will be provided.  For more information, please visit [http://www.marshall.edu/disabled](http://www.marshall.edu/disabled" \t "_blank) or contact Disabled Student Services Office at Prichard Hall 11, phone 304-696-2271.

**Inclement Weather Policy:**  Please go to the link provided- <http://www.marshall.edu/ucomm/weather.html> for information regarding this policy.

**University Computing Services Acceptable Use Policy:**  Please go to the link provided http://www.marshall.edu/ucs/CS/accptuse.asp for information regarding this policy.

**Non-discrimination Policy:**  Refer to Marshall University undergraduate catalog for more information.

**Spring 2013 CMM 103 Monday Evening Proposed Schedule**

(Activity Key:  WB 103= Student Workbook, page 105)

**Date Topics/Assignments Readings**

Week 1—1/14 Chapter 1 Welcome to Public Speaking Chapters 1,2,3,4

Chapter 2 Your First Speech

**Holiday—1/21 Martin Luther King, Jr. Day**

Week 2—1/28 Chapter 3 Presenting the Speech Chapters 5 & 6 Chapter 4 Listening Critically

Week 3—2/4 **Introductory Speech Due** Chapter 7

Chapter 5 Analyzing Your Audience

Chapter 6 Choosing a Topic & Developing a Strategy

Week 4—2/11 **Unit I Exam: Chapters 1-6** Chapters 9, 10, 11

Chapter 7 Researching the Speech

Week 5—2/18 Chapter 9 Organizing the Speech: The Body Chapters 13 & 15

Chapter 10 Introductions, Conclusions & Transitions

Chapter 11 Outlining the Speech

**Informative Speech Proposal Due**

Week 6—2/25 **Supporting a Main Point Due**

Chapter 13 Informing

Chapter 15 Speaking with Visual Aids

Week 7—3/4 **Informative Speech and ALL Outlines Due**  Chapter 12

Week 8—3/11 **Informative Speech Due**

**Holiday—3/17-3/24 Spring Break!!!**

Week 9—3/25 **Unit II Exam:** Chapters7, 9, 10, 11, 13, 15 Chapters 8 & 16

Chapter 12 Achieving Style Through Language

Week 10—4/1 Chapter 16 Occasions for Public Speaking Chapter 14

Chapter 8 Reasoning

**Persuasive Speech Proposal Due**

Week 11—4/8 **Ceremonial Speech Due**

Chapter 14 Persuading

**Creating an Argument Due**

Week 12—4/15 **Persuasive Speech and ALL Outlines Due**

Week 13—4/22 **Persuasive Speech**

Week 14—4/29 Impromptu

Review for Final Exam

Week 15—5/6 **Final Examination:** Monday, May 6, 2013—6:30p.m.--8:30p.m