

## **COMMUNICATION STUDIES 103**

### **Fundamentals of Speech Communication**

<b>CMM 103 Sections</b>	107 (10 a.m.) 108 (11 a.m.)
<b>Instructor</b>	Dr. Jill Cornelius Underhill
<b>Office Hours</b>	Mondays: 12:30 – 1:30 Tuesdays: 4:00 – 8:00 Wednesdays: 12:30 – 1:30 Fridays: 12:30 – 4:30
<b>Office</b>	Smith Hall 250
<b>E-mail address</b>	underhillj@marshall.edu

**Textbook:** David Zarefsky; *Public Speaking: Strategies for Success*, 6<sup>th</sup> 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 Learning**

**Relationships among Course, Program, and Degree Profile Outcomes**

<b>Course Outcomes</b>	<b>How Accomplished in this Course</b>	<b>How Evaluated in this Course</b>	<b>Program Outcomes</b>	<b>Degree Profile Outcomes</b>
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**Students will be able to recognize communication as a transactional process by**

Determining audience orientation toward the topic	Lecture Classroom activities Audience Evaluation Survey Peer Evaluations	Speech Proposals Oral Presentations Critical Listening Exam	1, 5, 7, 8	• 1, 5, 7, 8
Identifying supporting material most relevant to the audience	Lecture Activities Peer Evaluations	Speech Proposals Supporting a Claim Creating an Argument Oral Presentations Preparation Outlines Critical Listening Exam	1, 3, 4, 5, 7, 8	• 1, 3, 4, 5, 7, 8
Recognizing and adjusting to nonverbal audience feedback	Lecture Activities Peer Evaluations	Oral Presentations Critical Listening Exams	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	Lecture Classroom Activities	Speech Proposals Supporting a Claim Creating an Argument Oral Presentations Preparation Outlines Exam	<b>1, 2, 3, 5, 7, 8, 9</b>	• <b>1, 2, 3, 5, 7, 8, 9</b>
Extrapolating valid claims from evidence	Lecture Classroom Activities	Creating an Argument Persuasive Speech Preparation Outlines Self Evaluation Critical Listening Exam	<b>1, 2, 3, 5, 7, 8, 9</b>	• <b>1, 2, 3, 5, 7, 8, 9</b>
Identifying and producing factual, value, and policy claims	Lecture Classroom Activities	Creating an Argument Speech Proposals Persuasive Speech Preparation Outlines Critical Listening Exam	<b>1, 2, 3, 5, 7, 8, 9</b>	• <b>1, 2, 3, 5, 7, 8, 9</b>
Identifying the types of reasoning that link evidence to claims	Lecture Classroom Activities	Creating an Argument Persuasive Speech Preparation Outlines Critical Listening Self Evaluation Exam	<b>1, 2, 3, 5, 7, 8, 9</b>	<b>1, 2, 3, 5, 7, 8, 9</b>
Identifying the limitations of evidence	Lecture Classroom Activities	Creating an Argument Persuasive Speech Critical Listening Exam	<b>1, 2, 3, 5, 7, 8, 9</b>	<b>1, 2, 3, 5, 7, 8, 9</b>
Identifying weaknesses in argument and reasoning	Lecture Classroom Activities Peer Evaluations	Creating an Argument Speech Proposals Persuasive Speech Critical Listening Self Evaluation Exam	<b>1, 2, 3, 5, 7, 8, 9</b>	<b>1, 2, 3, 5, 7, 8, 9</b>
Producing valid arguments	Lecture Classroom Activities Peer Evaluations	Creating an Argument Persuasive Speech Critical Listening Self Evaluation Exam	<b>1, 2, 3, 5, 7, 8, 9</b>	<b>1, 2, 3, 5, 7, 8, 9</b>

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

Demonstrating the ability to capture audience attention,	Lecture Classroom Activities Peer Evaluations	Oral Presentations Preparation Outlines Speech Proposals Self Evaluation Critical Listening Exam	1, 7	1, 7
Stating the thesis and previewing their oral remarks,	Lecture Classroom Activities Peer Evaluations	Oral Presentations Preparation Outlines Self Evaluation Critical Listening Exam	1, 7	1, 7
Using transitions and signposts to emphasize speech structure, and	Lecture Classroom Activities Peer Evaluations	Oral Presentations Preparation Outlines Self Evaluation Critical Listening Exam	1, 7	1, 7
Concluding their remarks with a summary of the main points	Lecture Classroom Activities Peer Evaluations	Oral Presentations Preparation Outlines Self Evaluation Critical Listening Exam	1, 7	1, 7

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

Maintaining eye contact with the audience while speaking	Lecture Classroom Activities Peer Evaluations	Oral Presentation Self Evaluation Critical Listening Exam	1, 7	1, 7
Using gestures which complement the verbal message	Lecture Classroom Activities Peer Evaluations	Oral Presentation Self Evaluation Critical Listening Exam	1, 7	1, 7
Speaking with varied vocal cues	Lecture Classroom Activities Peer Evaluations	Oral Presentation Self Evaluation Critical Listening Exam	1, 7	1, 7

**Attendance**

Attendance will be taken at each session. You are allowed 3 personal days during the semester (on days that do not include your oral presentation or a major grading event, such as an exam; these days should be banked in case of minor illness or commitments that cannot be rescheduled. The three absences do not include major illnesses that require hospitalization or medical care or university-sponsored events. You do not need to contact me to tell me you are using one of your three absences). **After the three absences (a week's worth of class), you will lose -5 points off your total grade for each additional absence.**

Also, you need to be to class on time. Being late twice is the equivalent to one unexcused absence. It is your responsibility to make sure that you are counted as attending if you come to class after attendance is taken. See me after class to change your attendance status.

You must attend the sessions you are scheduled to present or taking exams. If you miss an oral presentation or exam day, you must have an excused absence to reschedule. Excused absences must be documented to the Dean of Students. Please feel free to check in with me about your attendance at any point in the semester.

**Assignment Policies**

**Unless explicitly stated, written assignments will be submitted electronically via the dropbox function on Blackboard.**

All assignments should be **typed in 12 point font, double spaced, with one inch margins on all sides.**

**Please proofread your work!** Typos and grammatical errors may result in the lower grade on the assignment. All assignments should follow the *Publication Manual of the American Psychological Association (6<sup>th</sup> Edition)*.

**Late assignments will not be accepted for full credit unless the instructor has given prior consent.** For every day that the assignment is late without the instructor's approval, the assignment grade will drop 20%. The assignment will not be accepted later than 5 days after it is due.

**Recording Policy:** Each of your major speeches will be recorded on an SD card and uploaded to Ensemble for easy online access. 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 your speech may be submitted to that assessment.

**Questions about grades:** All questions about graded assignments or exams must be brought to the instructor within 1 week of the day the grade is posted or the class session in which the assignment/exam is returned to the class (whichever is earlier). We will schedule an appointment to discuss the assignment or exam outside of class time.

**Consultations:** Please do not wait until the night before an assignment is due to realize that you are unsure of what is expected. Uncertainties can always exist. It is my intention to do everything I can to help you learn the material of the course. If you do not understand an assignment, ask. The excuse, "I didn't know what was expected," will not be accepted as justification of poor performance.

### **Email Policy**

Email is the preferred medium for contacting the instructor. It should be used to set up appointments and ask short questions. All inquiries about assignments and exams should be asked no later than 3 p.m. the night before the exam or before the assignment is due. The instructor will generally respond to your inquiry in one business day.

### **Classroom Policies**

**NO CELL PHONES** during class time. The only case when the use of cell phones in class is acceptable is an emergency that requires you to dial 911 or campus police. **The first time you use your cell phone in class, I will ask you to put it away. Thereafter, I will confiscate the phone and you will be required to make an appointment later in the day to talk about your inappropriate cell phone use and retrieve your phone at my office.**

Students arriving late are not to disrupt presentations, but should remain quietly outside the classroom until the speaker is finished. Anyone needing to leave early should inform the instructor before class, sit near the door, and leave in between presentations.

### **ACADEMIC DISHONESTY**

**Plagiarism:** Copying another's work without proper citation of the source constitutes plagiarism. Plagiarism in any form will not be tolerated. A student that is found plagiarizing another's work will automatically receive an "F" on the assignment and may be subject to further university discipline.

**Cheating:** According to university policy, cheating is defined as the use of any unauthorized materials during an academic exercise to include notes, study aids etc. Cheating also includes the viewing of another person's work or securing any part of an assignment or examination in advance of distribution by the instructor. Cheating will not be tolerated in this class and will result in an automatic "F" for the class and the possible recommendation of suspension or expulsion from the university.

This is the only physical or hard-copy of this syllabus you will receive. Electronic versions of this syllabus can be accessed on MU Online (Blackboard) and MyMU under the appropriate course listing.

## Course 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 Assignment	20	
	Total points	280

### Oral assignments

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

Introduction speech	20	
Informative speech	75	
Ceremonial speech	70	
Persuasive speech	100	
	Total points	265

### Exams

Quizzes	30	
Unit exams	100	
Final exam	100	
	Total points	230

### **TOTAL POINTS**

**775**

Grading: A = 100 - 90%	775- 697
B = 89 - 80%	696-620
C = 79 - 70%	619-542
D = 69 - 60%	541-465

**COURSE SCHEDULE**

(Instructor reserves the right to change the course schedule as needed. Edited schedules will be posted on Blackboard.)

Date		Topics/Assignments	Readings
<b>August</b>			
M 26	Week 1	Welcome to Public Speaking	Chapter 1
W 28		Your First Speech <i>Assign Introductory Speech</i>	Chapter 2
F 30		Presenting a Speech	Chapter 3
<b>September</b>			
M 2	Week 2	No Class- Labor Day	
W 4		Present Introductory Speeches	
F 6		Present Introductory Speeches	
M 9	Week 3	Listening Critically <i>Assign Listening Assignment</i>	Chapter 4
W 11		Audience Analysis	Chapter 5
F 13		Choosing a Topic <i>Assign Informative Speech Proposal</i>	Chapter 6
M 16	Week 4	Quiz 1 Review for Exam 1 (Chapters 1-6)	
W 18		<b>UNIT 1 EXAM</b>	
F 20		Researching the Speech	Chapter 7
M 23	Week 5	Organizing the Speech: The Body <i>Informative Speech Proposal Due</i> <i>Assign Main Point Assignment</i>	Chapter 9
W 25		Intros, Conclusions, & Transitions	Chapter 10
F 27		Outlining the Speech <i>Main Point Assignment Due</i>	Chapter 11
M 30	Week 6	Informing	Chapter 13
<b>October</b>			
W 2		Speaking with Visual Aids	Chapter 15
F 4		Speech Workshop Day	
M 7	Week 7	Present Informative Speeches	
W 9		Present Informative Speeches	
F 11		Present Informative Speeches	
M 14	Week 8	Present Informative Speeches	
W 16		Present Informative Speeches	
F 18		Present Informative Speeches	
M 21	Week 9	Chapter 12- Achieving Style Through Language <i>Assign Ceremonial Speech</i>	
W 23		Quiz 2 Exam Review- Chapters 7,9,10,11,13,15	

F 25		<b>UNIT 2 EXAM</b>	
M 28	Week 10	Occasions for Public Speaking <i>Assign Creating an Argument Assignment</i>	Chapter 16
W 30		Present Ceremonial Speeches	
F 28		Present Ceremonial Speeches	
<b>November</b>			
M 4	Week 11	Reasoning	Chapter 8
W 6		Persuading <i>Creating an Argument Assignment Due Assign Persuasive Speech Proposal</i>	Chapter 14
F 8		Persuading (continued)	
M 11	Week 12	Persuading <i>Persuasive Speech Proposal Due</i>	
W 13		Present Persuasive Speeches	
F 15		Present Persuasive Speeches	
M 18	Week 13	Present Persuasive Speeches	
W 20		Present Persuasive Speeches	
F 22		No Class- NCA	
	Week 14	No Class- Fall Break/Thanksgiving	
<b>December</b>			
M 2	Week 15	Present Persuasive Speeches	
W 4		Present Persuasive Speeches	
F 6		Quiz 3 Final Exam Review	
		<b>FINAL EXAM</b> Section 107 (class at 10 a.m.)- Monday, Dec. 9, 10:15 – 12:15 Section 108 (class at 11 a.m.)- Tuesday, Dec. 10, 10:15 – 12:15	