

**FUNDAMENTALS OF SPEECH COMMUNICATION
SYLLABUS
CMM 103 – SECTION 115 – CRN 1898
FALL SEMESTER 2013
(1:00-1:50 MWF – Smith Hall 232)**

INSTRUCTOR: DAVID COOK
DEPARTMENT OF COMMUNICATION STUDIES

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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.

TEXTS (REQUIRED): PUBLIC SPEAKING: STRATEGIES FOR SUCCESS, David Zarefsky,
Pearson, 7th Ed.
COMMUNICATION STUDIES 103: Fundamentals of Speech Communication,
(Student Handbook), Kristine Greenwood, Kendall Hunt

COURSE POLICIES

COURSE PHILOSOPHY: CMM 103 is 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 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: See Student Handbook (p. 3-4)

PLAGARISM POLICY: See Student Handbook (p. 4)

VIDEO RECORDING POLICY: See Student Handbook (p. 4)

IMPORTANT: Students who require special accommodations should carefully read the information on the following website <http://www.marshall.edu/disabled>. It is the responsibility of each student requiring accommodations to initiate this process.

STUDENT RESPONSIBILITIES: A student of this course is solely responsible for the following: class attendance, timeliness, note-taking, exam-taking, prompt submission of all written assignments and courtesy to other classmates and faculty. It is expected that all students of the University will conduct themselves in a mature manner both in the classroom and at events outside the classroom. Any student who behaves in a manner disruptive to the class will be asked to leave and may be subject to additional University disciplinary action.

THE USE OF ELECTRONIC EQUIPMENT OF ANY TYPE IS NOT ALLOWED DURING CLASS

- Talking and/or texting during class is discourteous to both the instructor and to other students and falls within the area of disruptive behavior outlined above.
- LAP TOP COMPUTERS ARE PERMITTED FOR NOTE-TAKING ONLY WITH PERMISSION OF THE INSTRUCTOR.

ATTENDANCE POLICY: (1) REGULAR ATTENDANCE IN CLASS IS EXPECTED AND WILL BE RECORDED. Arriving late or leaving early without the instructor's permission will be counted as an absence. Each student is allowed a total of three (3) unexcused absences in the course of this class. FIVE (5) POINTS WILL BE DEDUCTED FROM THE FINAL POINT TOTAL FOR EACH ADDITIONAL UNEXCUSED ABSENCE.

(2) ATTENDANCE DURING SPEECH PRESENTATION IS MANDATORY. In order to pass this class, you must perform all oral assignments on the date assigned and you are expected to provide your fellow classmates with appropriate feedback. Points will be deducted for your failure to participate as an audience member while others are presenting their speeches.

University excused absences (as outlined in the University Catalog) will be honored and arrangements will be made for make-up work. Absences not excused by the University and subsequent make-up work are subject to the discretion of the instructor.

GRADINGING PROCEDURE:

(1) Written assignments (required)			
Informative speech proposal			
Persuasive speech proposal			
Supporting a claim			
Creating an argument			
Informative self-evaluation			
Persuasive self-evaluation			
Listening			
(2) Written assignments (graded)			
Informative preparation outline		50	
Persuasive speech preparation outline		<u>50</u>	
		100	Total Points
(3) Oral assignments (speeches must be presented to an audience in order to pass the course)			
Introduction speech (TBD)		50	
Informative speech		100	
Persuasive speech		100	
Ceremonial speech (TBD)		<u>50</u>	
		300	Total Points
(4) Exams			
Unit Exam #1		50	
Unit Exam #2		50	
Final Exam		<u>100</u>	
		200	Total Points
		600	Total Points Available

GRADING SCALE:

- A = 600-540
- B = 539-480
- C = 479-420
- D = 419-360

- MAKE-UP EXAMS WILL BE GIVEN ONLY FOR STUDENTS WITH UNIVERSITY EXCUSED ABSENCES WITH PROPER WRITTEN DOCUMENTATION. OTHERWISE, IF YOU MISS A SCHEDULED EXAM, YOU FORFEIT THOSE POINTS.
- ALL WRITTEN ASSIGNMENTS MUST BE EITHER TYPED OR WORD-PROCESSED. HANDWRITTEN SUBMISSIONS WILL NOT BE ACCEPTED.
- ALL ASSIGNMENTS MUST BE TURNED IN AT THE BEGINNING OF CLASS ON THEIR RESPECTIVE DUE DATES. NO EXCEPTIONS.
- EMAILING OF REQUIRED ASSIGNMENTS WILL NOT BE ACCEPTED WITHOUT PRIOR APPROVAL.

EXTRA CREDIT: A maximum of twenty (20) extra credit points may be earned in the course of this class by attending University sponsored public speaking events or by other options at the discretion of the instructor. These opportunities will be discussed in class at the appropriate times.

COURSE SCHEDULE

Date	Topics/Assignment	Readings
Week One		
M 8/26	Chapter 1: Welcome to Public Speaking	Chapters 1 & 2
W 8/28	Chapter 2: Your First Speech	Chapter 3
F 8/30	Chapter 3: Presenting the Speech Assign Introductory Speech	
Week Two		
M 9/2	LABOR DAY HOLIDAY (NO CLASSES)	
W 9/4	Introductory Speeches	
F 9/6	“	Chapter 4
Week Three		
M 9/9	Chapter 4: Listening Critically Assign Listening Assignment	Chapter 5
W 9/11	Chapter 5: Analyzing Your Audience	Chapter 6
F 9/13	Chapter 6: Choosing a Topic & Developing a Strategy Assign Unit I Exam Chapters (Chapters 1-6)	
Week Four		
M 9/16	Review for Exam	Chapter 7
W 9/18	Unit I Exam	
F 9/20	Chapter 7: Researching the Speech Assign Informative Speech Proposal/Assign Informative Speech	Chapter 9
Week Five		
M 9/23	Chapter 9: Organizing the Speech: The Body Assign Supporting a Main Point	Chapter 10
W 9/25	Chapter 10: Introductions, Conclusions, & Transitions	Chapter 11
F 9/27	Chapter 11: Outlining the Speech	Chapter 13
Week Six		
M 9/30	Chapter 13: Informing Informative Speech Proposal Due	Chapter 15
W 10/2	Chapter 15: Speaking With Visual Aids	
F 10/4	Chapter 15 continued Supporting a Main Point Due	Chapter 12
Week Seven		
M 10/7	Informative Speeches	
W 10/9	“	
F 10/11	“	
	Assign Unit II Exam Chapters (Chapters 7, 9, 10, 11, 13 and 15)	

Date	Topics/Assignments	Readings
Week Eight		
M 10/14	Informative Speeches	
W 10/16	“	
F 10/18	“	
Week Nine		
M 10/21	Chapter 12: Achieving Style Through Language	
W 10/23	Review for Exam II	
F 10/25	Unit II Exam	Chapter 8
Week Ten		
M 10/28	Chapter 8: Reasoning Assign Creating An Argument	
W 10/30	Chapter 8 continued Assign Persuasive Speech Proposal/Assign Persuasive Speech	
F 11/1	Chapter 8 continued	Chapter 14
Week Eleven		
M 11/4	Chapter 14: Persuading Creating An Argument Due/Persuasive Speech Proposal Due	
W 11/6	Chapter 14 continued	
F 11/8	Chapter 14 continued	
Week Twelve		
M 11/11	Persuasive Speeches	
W 11/13	“	
F 11/15	“	
Week Thirteen		
M 11/18	Persuasive Speeches	Chapter 16
W 11/20	“	
F 11/22	“	
	Assign Ceremonial Speech	
11/25 – 11/29	THANKSGIVING BREAK	
Week Fourteen		
M 12/2	Chapter 16: Occasions for Public Speaking	
W 12/4	Ceremonial Speeches	
F 12/6	“	
Week Fifteen		
F 12/13	FINAL EXAM (12:45pm – 2:45pm)	

ALL REQUIRED ASSIGNMENTS MUST BE COMPLETED TO PASS THE COURSE