

**CMM 103 (Sec. 113 & 114) Fundamentals of Speech Communication Syllabus**  
**Fall 2013**  
**MWF 12:00-12:50/1:00-1:50**  
**Smith Hall RM 227**

**Instructor:** Kara Simmons  
**E-mail:** [simmons90@marshall.edu](mailto:simmons90@marshall.edu) or Blackboard Mail  
**Office Hours:** By appointment

**Office #:** SH 256  
**Office Phone #:** Use e-mail or Blackboard

**Required Books and Materials:**

**Text:** Zarefsky, D. (2013). *Public Speaking: Strategies for Success*. (7<sup>th</sup> ed.) Boston, MA: Pearson.

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

**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;
3. 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 three absences allowed either excused or unexcused. Five points will be deducted after each class day missed passed the allotted three days. 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.

**Marshall University Excused Absence Policy:** If you miss class when any speech, test, or assignment is due or you miss more than the allotted three absences (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://muwww-new.marshall.edu/student-affairs/files/2011/08/UPDATED-Marshall-University-Excused-Absence-Form-2-Sided.pdf>. Once you have read the information and printed off and completed the form, then submit it to the Office 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	
	<b>Total points</b>	<b>290</b>

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	
	<b>Total points</b>	<b>265</b>

Exams

Unit exams	120	
Final exam	100	
	<b>Total points</b>	<b>220</b>

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

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

**Academic Dishonesty 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 Academic Dishonesty, in any form, a very serious matter. Please visit the link provided to find out more information about Marshall University's Academic Dishonesty policy: <http://muwww-new.marshall.edu/academic-affairs/policies/#AcademicDishonesty>.

**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.

**Video Recording Policy:** With your permission, the basic public speaking program will use a random sample of the recorded persuasive speeches for an assessment of the program at the end of each semester. This assessment will help us evaluate and improve the class. Please sign, date and return the permission page found at the end of the Student Handbook to your instructor.

**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 Disability Services (DSS) in Prichard Hall 117, phone 304 696-2271 to provide documentation of their disability. Following this, the 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> or contact Office of Disability Services at Prichard Hall 117, phone 304-696-2271.

**Inclement Weather Policy:** Please go to the link provided- <http://muwww-new.marshall.edu/academic-affairs/policies/#InclementWeather> for information regarding this policy.

**University Computing Services' Acceptable Use Policy:** Please go to the link provided <http://muwww-new.marshall.edu/academic-affairs/policies/#UCS> for information regarding this policy.

**For Additional MU Policies** go to <http://muwww-new.marshall.edu/academic-affairs/policies/#top>.

### CMM 103 Fall 2013 Schedule

#### M-W-F

Date	Topics/Assignment	Readings
<b>Week 1</b>		
<b>August</b>		
M 26	Chapter 1 Welcome to Public Speaking	Chapters 1 & 2
W 28	Chapter 2 Your First Speech	Chapter 3
F 30	Chapter 3 Presenting the Speech	Chapter 4
<b>Assign Introductory Speech</b>		
<b>Week 2</b>		
<b>September</b>		

W 4 F 6	<b>Introductory Speeches Due</b> <b>Finish Introductory Speech</b> Begin Chapter 4	
	<b>Week 3</b>	
M 9	Chapter 4 Listening Critically	Chapter 5
	<b>Assign Listening assignment</b>	
W 11 F 13	Chapter 5 Analyzing Your Audience Chapter 6 Choosing a Topic & Developing a Strategy	Chapter 6
	<b>Assign Unit I Exam Chapters 1-6</b>	
	<b>Week 4</b>	
M 16	Review for Exam	Chapter 7
W 18 F 20	<b>Unit I Exam</b> Chapter 7 Researching the Speech	Chapter 9
	<b>Assign Informative Speech Proposal</b> <b>Assign Informative Speech</b>	
	<b>Week 5</b>	
M 23	Chapter 9 Organizing the Speech: The Body	Chapter 10
	<b>Assign Supporting a Main Point</b>	
W 25 F 27	Chapter 10 Introductions, Conclusions, & Transitions Chapter 11 Outlining the Speech	Chapter 11 Chapter 13
	<b>Week 6</b>	
M 30	Chapter 13 Informing	Chapter 15
	<b>Informative Speech Proposal Due</b>	
	<b>October</b>	
W 2 F 4	Chapter 15 Speaking With Visual Aids <b>Supporting a Main Point Due</b>	Chapter 12
	<b>Week 7</b>	
M 7, W 9, F 11	<b>Informative Speech &amp; Preparation Outline Due</b> <b>Assign Unit II Exam Chapters 7,9,10, 11, 13, 15</b>	
	<b>Week 8</b>	
M 14, W 16, F 18	<b>Informative Speech &amp; Preparation Outline Due</b>	
	<b>Week 9</b>	
M 21 W 23 F 225	Chapter 12 Achieving Style Through Language Review for Exam II <b>Unit II Exam</b>	Chapter 8
	<b>Week 10</b>	
M 28	Chapter 8 Reasoning <b>Assign Creating An Argument</b>	
W 30	Chapter 8 <b>Assign Persuasive Speech Proposal</b> <b>Assign Persuasive Speech</b>	
	<b>November</b>	
F 28	Chapter 8	
	<b>Week 11</b>	
M 4	<b>Creating An Argument Due</b> <b>Persuasive Speech Proposal Due</b>	
W 6 F 8	Chapter 14 Persuading Chapter 14	

**Week 12**

M 11, W 13, F 15

**Persuasive Speech & Preparation Outline Due**

**Week 13**

M 18, W 18, F 20

**Persuasive Speech & Preparation Outline Due**

Chapter 16

**Assign Ceremonial Speech**

**Week 14**

**THANSGIVING BREAK 25-29**

**Week 15**

**December**

M 2

Chapter 16 Occasions for Public Speaking

W 4

**Ceremonial Speech Due**

F 6

**Ceremonial Speech Due**

**Week 16**

**Exam Days 9, 10, 12, 13**

**\*\*This is a tentative class schedule subject to change by the Instructor.\*\***