

## Marshall University

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| Course Title/Number | Honors in Speech Communication / CMM 104H   |
| Semester/Year       | Fall / 2013   |
| Days/Time           | T-TR / 9:30 – 10:45   |
| Location            | SH 232  |
| Instructor          | Danny Ray   |
| Office              | SH 270  |
| Phone               | (304)696-5293   |
| E-Mail              | <a href="mailto:ray102@marshall.edu">ray102@marshall.edu</a>  |
| Office/Hours        | T, TR 9:00 – 9:30, 11:00 – 12:00, other times available by appointment  |
| University Policies | By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy by going to <a href="http://www.marshall.edu/academic-affairs">www.marshall.edu/academic-affairs</a> and clicking on “Marshall University Policies.” Or, you can access the policies directly by going to <a href="http://www.marshall.edu/academic-affairs/?page_id=802">http://www.marshall.edu/academic-affairs/?page_id=802</a><br>Academic Dishonesty/ Excused Absence Policy for Undergraduates/ Computing Services Acceptable Use/ Inclement Weather/ Dead Week/ Students with Disabilities/ Academic Forgiveness/ Academic Probation and Suspension/ Academic Rights and Responsibilities of Students/ Affirmative Action/ Sexual Harassment |

### Course Description: From Catalog

An accelerated course for selected freshmen and sophomores in fundamentals of communication, concepts and skills in verbal/nonverbal communication and listening.

The table below shows the following relationships: How each student learning outcomes will be practiced and assessed in the course.

| Course Student Learning Outcomes  | How students will practice each outcome in this Course                            | How student achievement of each outcome will be assessed in this Course  |
|---|---|--|
| <i>Students will:</i><br><i>Determine audience orientation toward the topic</i> | Lecture<br>Classroom activities<br>Audience evaluation survey<br>Peer evaluations | Speech Proposals<br>Preparation Outlines<br>Oral Presentations<br>Critical Listening<br>Assignment<br>Quizzes<br>Exams |

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|---|---|--|
| <i>Identify supporting material most relevant to the audience</i> | Lecture<br>Classroom activities<br>Peer evaluations | Speech Proposals<br>Supporting a Claim<br>Creating an Argument<br>Oral Presentations<br>Preparation Outlines<br>Critical Listening<br>Assignment<br>Quizzes<br>Exams |
| <i>Recognize and adjust to nonverbal audience feedback</i>        | Lecture<br>Activities<br>Peer evaluations           | Oral Presentations<br>Critical Listening<br>Assignment<br>Quizzes<br>Exams   |

**Students will learn to demonstrate critical thinking in the production and evaluation of communication events by**

|  |                                 |   |
|--|---------------------------------|---|
| <i>Differentiating between various types of evidence</i>               | Lecture<br>Classroom Activities | Speech Proposals<br>Supporting a Claim<br>Oral Presentations<br>Preparation Outlines<br>Quizzes<br>Exams                        |
| <i>Extrapolating valid claims from evidence</i>                        | Lecture<br>Classroom Activities | Persuasive Speech<br>Preparation Outlines<br>Self-Evaluations<br>Critical Listening<br>Quizzes<br>Exams                         |
| <i>Identifying and producing factual, value, and policy claims</i>     | Lecture<br>Classroom Activities | Speech Proposals<br>Persuasive Speech<br>Preparation Outlines<br>Critical Listening<br>Quizzes<br>Exams                         |
| <i>Identifying the types of reasoning that link evidence to claims</i> | Lecture<br>Classroom Activities | Creating an Argument<br>Persuasive Speech<br>Preparation Outlines<br>Critical Listening<br>Self-Evaluations<br>Quizzes<br>Exams |
| <i>Identifying the limitations of evidence</i>                         | Lecture<br>Classroom Activities | Creating an Argument<br>Persuasive Speech<br>Critical Listening<br>Quizzes<br>Exams   |

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|---|---|---|
| <i>Identifying weaknesses in argument and reasoning</i> | Lecture<br>Classroom Activities<br>Peer Evaluations | Creating an Argument<br>Speech Proposals<br>Persuasive Speech<br>Critical Listening<br>Self-Evaluations<br>Quizzes<br>Exams |
| <i>Producing valid arguments</i>                        | Lecture<br>Classroom Activities<br>Peer Evaluations | Creating an Argument<br>Persuasive Speech<br>Critical Listening<br>Self-Evaluations<br>Quizzes<br>Exams                     |

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

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| <i>Demonstrating the ability to capture audience attention,</i>           | Lecture<br>Classroom Activities<br>Peer Evaluations | Oral Presentations<br>Preparation Outlines<br>Speech Proposals<br>Self-Evaluations<br>Critical Listening<br>Quizzes<br>Exams |
| <i>Stating the thesis and previewing their oral remarks,</i>              | Lecture<br>Classroom Activities<br>Peer Evaluations | Oral Presentations<br>Preparation Outlines<br>Self-Evaluations<br>Critical Listening<br>Quizzes<br>Exams                     |
| <i>Using transitions and signposts to emphasize speech structure, and</i> | Lecture<br>Classroom Activities<br>Peer Evaluations | Oral Presentations<br>Preparation Outlines<br>Self-Evaluations<br>Critical Listening<br>Quizzes<br>Exams                     |
| <i>Concluding their remarks with a summary of the main points</i>         | Lecture<br>Classroom Activities<br>Peer Evaluations | Oral Presentations<br>Preparation Outlines<br>Self-Evaluations<br>Critical Listening<br>Quizzes<br>Exams                     |

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

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| <i>Maintaining eye contact with the audience while speaking</i> | Lecture<br>Classroom Activities<br>Peer Evaluations | Oral Presentation<br>Self-Evaluations<br>Critical Listening<br>Quizzes<br>Exams |
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| <i>Using gestures which complement the verbal message</i> | Lecture<br>Classroom Activities<br>Peer Evaluations | Oral Presentation<br>Self-Evaluations<br>Critical Listening<br>Quizzes<br>Exams |
| <i>Speaking with varied vocal cues</i>                    | Lecture<br>Classroom Activities<br>Peer Evaluations | Oral Presentation<br>Self-Evaluations<br>Critical Listening<br>Quizzes<br>Exams |

### Required Texts, Additional Reading, and Other Materials

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| <ol style="list-style-type: none"> <li>1. Public Speaking Strategies for Success 7<sup>th</sup> Edition by David Zarefsky</li> <li>2. Communication Studies 103 Student handbook by Kristine Greenwood</li> </ol> |
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### Grading Policy

|                |           |
|----------------|-----------|
| A = 90% – 100% | 828 - 920 |
| B= 80% – 89%   | 736 - 827 |
| C= 70% – 79%   | 644 - 735 |
| D= 60% - 69%   | 552 - 643 |
| F= 0% - 59%    | 000 - 551 |

### Attendance Policy

Roll will be taken every day and you are expected to be in class and on time. If you have any unforeseen circumstances that prevent you from attending then it is your responsibility to inform me *ahead of time* if at all possible. Tardiness will not be tolerated. According to Student Affairs, a student must secure a University Excused Absence upon returning to class. This does not mean waiting two weeks and then expecting me to allow you to make-up the assignments that you missed. Be proactive. It is the responsibility of the student to request an opportunity to complete missed assignments. Students should be aware that excessive absences--whether excused or unexcused--may affect their ability to earn a passing grade. Regardless of the nature of the excused absence, the student is responsible for completing all coursework prior to the end of the semester.

### Class Participation

In order for you to demonstrate the skills necessary for this course, you will be required to participate in group activities. From time to time, it will be necessary for you to prepare for class on your own time. These activities will require you to complete assignments from your workbook. There will be an addition of 50 points for participation added to your total points accumulated for the semester. Failure to participate in class, with the completed assignments will result in the deduction of points from this category.

### **Make-up Work**

It is expected that you will turn in all work by the due date. If for some reason you need extra time then ask. Exceptions will be made on an individual basis. Exams and Speeches must be taken / delivered on the date that they are scheduled. Only a University Excused Absence will be considered in order for these items to be made up. Any assignments turned in late will be cut the amount of points equal to one letter grade. No email copies of assignments will be accepted unless a prior arrangement has been made and accepted by me. In order for you to achieve the objectives of this course; acquiring the skills to speak publicly; you must complete the oral performance of the informative and persuasion speeches. Failure to meet this requirement will result in failing the course without exception.

### **APA Style Formatting**

All written work submitted in this class must adhere to the APA formatting guide as published by the American Psychological Association, which can be found here: <http://owl.english.purdue.edu/owl/resource/560/01/>. Failure to follow these guidelines may result in major point deductions per assignment.

### **Speeches**

All students are required to present themselves in a professional manner when delivering oral presentations. **All students are required to wear a suit during their presentation of the informative and persuasion speeches.** Failure to do so will result in the deduction of points.

### **Exams**

There are two exams given during the semester that are meant to test your critical thinking skills as well as your knowledge of the textbook. It is up to you to do the assigned reading. The exams will come from information in the textbook. The final exam is comprehensive.

### **Extra Credit**

Anyone who attends every class will receive 10 points extra credit. There may be, from time to time, extra credit given at the discretion of the instructor.

### **Mutual Respect**

Please treat each other with mutual respect. Hatred of any kind will not be tolerated. Our class is made up of a diverse population and it must be respected regardless of our differences. Embrace diversity!

### **Cell Phones**

Cell phones must be turned off and put away. Texting in class is unacceptable behavior. If you are caught, and you will be, you will be asked to leave the class for the day.

### **Peer Feedback**

It is important that you are a good audience member. You will be required to complete peer feedback forms for each oral presentation. If you are absent from class during your peer's oral presentation they will not be able to receive your feedback. Therefore, I will deduct points equal to one letter grade for each absence on days of these presentations. *If you are officially excused from class you will be required to write a 1 – 2 page paper to make up the lost points.*

## Quizzes

There will be five 25 question quizzes throughout the semester posted to MU Blackboard. There will be a brief window of opportunity for you to take these quizzes online. Generally you will be given two weeks to read the appropriate chapters before the quiz time expires, but there are exceptions. You will be given 45 minutes to take each quiz. The lowest quiz score of the five will be dropped from your final grade. My suggestion would be for you to read the textbook as these quizzes, for the most part, come directly from the text. I do not hate you. I am attempting to prepare you for the exams which come directly from the text and historically have been considered some of the most difficult exams given by the University.

## Video Recording Policy

Each of your major speeches will be recorded on a mini-DVD compatible with our cameras that you provide. The DVD belongs to you and should be reviewed by you for the self-evaluation assignment. 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 you may be 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.

## Course Schedule

| Week   | Date         | Topic/Assignment   | Reading          |
|--------|--------------|--|------------------|
| Week 1 | August 27    | Introduction<br>Chapter 1 – Welcome to Public Speaking<br><i>The Rhetorical Situation &amp; The Tell It Theory</i><br>Chapter 2 – Your First Speech                    | Chapters 1, 2, 3 |
|        | August 29    | Chapter 3 – Presenting the Speech<br><i>Communication Diary</i>  |                  |
| Week 2 | September 3  | <b>Introductory Speeches / 20pts.</b>  | Chapter 4        |
|        | September 5  | Chapter 4 – Listening Critically   |                  |
|        | September 7  | <b>Quiz 1 / 25 pts.</b>  | Chapters 1-3     |
| Week 3 | September 10 | <b>Critical Listening Assignment /30 pts.</b><br>Chapter – 5 Analyzing Your Audience<br><i>Audience Analysis Profile</i><br>Informative Speech Assignments Preparation | Chapter 5        |
|        | September 12 | Chapter – 6 Choosing a Topic and Developing a Strategy<br><i>Topics &amp; Purposes</i><br><i>APA</i>   | Chapter 6        |
|        | September 14 | <b>Quiz 2 / 25 pts.</b><br><b>APA Quiz / 25 pts.</b>   | Chapters 4-6     |
| Week 4 | September 17 | Chapter 7 – Researching the Speech<br><i>Types of Evidence</i>   | Chapter 7        |
|        | September 19 | Chapter 9 – Organizing the Speech: The Body<br><i>Coordination &amp; Subordination</i>   | Chapter 9        |

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| Week 5  | September 24 | Chapter 10 – Organizing the Speech: Introductions, Conclusions, and Transitions<br><b>Informative Speech Proposal / 40 pts.</b>  | Chapter 10                  |
|         | September 26 | Chapter 11 – Outlining the Speech<br><i>Scrambled Outline</i>  | Chapters 11                 |
|         | September 28 | <b>Quiz 3 / 25 pts.</b>  | Chapters 7, 9-10            |
| Week 6  | October 1    | Chapter 13 – Informing<br><b>Supporting a Main Point / 25 pts.</b>   | Chapter 13                  |
|         | October 3    | Chapter 15 – Speaking with Visual Aids   | Chapter 15                  |
|         | October 5    | <b>Quiz 4 / 25 pts.</b>  | Chapters 11, 13, 15         |
| Week 7  | October 8    | <b>Informative Speeches / 100 pts.</b><br><b>Informative Outline / 50 pts.</b>   |                             |
|         | October 10   | Informative Speeches Continued   |                             |
| Week 8  | October 15   | Informative Speeches Continued   |                             |
|         | October 17   | Informative Speeches Continued / Mid Term Review   |                             |
| Week 9  | October 22   | <b>Mid Term Exam / 100 pts.</b>  | Chapters 1-7, 9-11, 13 & 15 |
|         | October 24   | Chapter 8 – Reasoning<br><b>Informative Speech Self Analysis / 15 pts.</b><br><i>Writing Valid Arguments</i><br><i>Identify the Type of Claim</i><br>Persuasive Speech Writing Assignments | Chapter 8                   |
| Week 10 | October 29   | Reasoning Part 2<br><i>Making Inferences</i><br><i>What's My Fallacy?</i>  |                             |
|         | October 31   | Chapter 14 – Persuading<br><b>Creating an Argument / 25 pts.</b>   | Chapter 14                  |
| Week 11 | November 5   | Chapter 12 – Achieving Style Through Language<br><i>Language Style</i><br><i>Language and Precision</i>  | Chapter 12                  |
|         | November 7   | <b>Persuasive Speeches / 100 pts.</b><br><b>Persuasive Speech Outline / 50 pts.</b>  |                             |
| Week 12 | November 12  | Persuasive Speeches continued  |                             |
|         | November 14  | Persuasive Speeches continued  |                             |
| Week 13 | November 19  | Persuasive Speeches continued / Impromptu Tutorial   |                             |
|         | November 21  | Chapter 16 – Occasions for Public Speaking<br><b>Impromptu Speeches / 25 pts.</b>  | Chapter 16                  |
| Week 14 | November 26  | <i>Thanksgiving Break</i>  |                             |
|         | November 28  |  |                             |
| Week 15 | December 3   | <b>Persuasion Speech Self Analysis / 15 pts.</b><br><b>Ceremonial Speeches / 50 pts.</b>   |                             |
|         | December 5   | <b>Final Exam Review</b>   |                             |
|         | December 7   | <b>Quiz 5 / 25 pts.</b>  |                             |

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| Week 16 | December 10 | <b>Final Exam / 100 pts. 8:00 AM</b> |  |
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**Grades**

| Type of Assignment | Title of Assignment         | Points |
|--------------------|-----------------------------|--------|
| Speeches           | Introductory Speech         | 20     |
|                    | Informative Speech          | 100    |
|                    | Persuasive Speech           | 100    |
|                    | Impromptu Speech            | 25     |
|                    | Ceremonial Speech           | 50     |
| Written            | Critical Listening          | 30     |
|                    | Informative Speech Proposal | 40     |
|                    | Supporting a Main Point     | 25     |
|                    | Informative Outline         | 50     |
|                    | Informative Self Analysis   | 15     |
|                    | Creating An Argument        | 25     |
|                    | Persuasion Outline          | 50     |
|                    | Persuasion Self Analysis    | 15     |
| Exams & Quizzes    | Quiz 1                      | 25     |
|                    | Quiz 2                      | 25     |
|                    | Quiz 3                      | 25     |
|                    | Quiz 4                      | 25     |
|                    | Quiz 5                      | 25     |
|                    | APA Quiz                    | 25     |
|                    | Midterm Exam                | 100    |
|                    | Final Exam                  | 100    |
| Other              | Participation               | 50     |

This is the only paper copy of this syllabus you will receive. If other copies are needed you may print it from MU online. If you need coaching, assistance or advice do not hesitate to ask for an appointment. I am willing to help as much as I can. Good Luck with the class, the semester, and college! Go Herd!



**THUNDERING WORD**