

Marshall University

Course Title/Number	Fundamentals of Speech Communication/CMM 103
Semester/Year	Spring 2014
Days/Time	Tuesdays/Thursdays: 9:30- 10:45 (Section 220) 2:00-3:15 (Section 224)
Location	Section 220 (9:30 a.m.)- Smith Hall 263 Section 224 (2:00 p.m.)- Smith Hall 414
Instructor	Dr. Jill C. Underhill
Office	Smith Hall 250
Phone	(304) 696-3013
E-Mail	underhillj@marshall.edu
Office Hours	Mondays 5:00 – 9:00 p.m. Tuesdays 1:00 – 2:00 p.m. Thursdays 1:00 – 2:00 p.m. Fridays 1:00 – 5:00 p.m. *Please e-mail me in advance for an 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 www.marshall.edu/academic-affairs and clicking on “Marshall University Policies.” Or, you can access the policies directly by going to http://www.marshall.edu/academic-affairs/?page_id=802 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

Required Textbook: David Zarefsky; *Public Speaking: Strategies for Success*, 7th ed., 2013.

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.

1. Relationships among Course, Program, and Degree Profile Outcomes

Course Outcomes	How Accomplished in this Course	How Evaluated in this Course
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
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
Recognizing and adjusting to nonverbal audience feedback	Lecture Activities Peer Evaluations	Oral Presentations Critical Listening Exams

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
Extrapolating valid claims from evidence	Lecture Classroom Activities	Creating an Argument Persuasive Speech Preparation Outlines Self Evaluation Critical Listening Exam
Identifying and producing factual, value, and policy claims	Lecture Classroom Activities	Creating an Argument Speech Proposals Persuasive Speech Preparation Outlines Critical Listening Exam
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
Identifying the limitations of evidence	Lecture Classroom Activities	Creating an Argument Persuasive Speech Critical Listening Exam
Identifying weaknesses in argument and reasoning	Lecture Classroom Activities Peer Evaluations	Creating an Argument Speech Proposals Persuasive Speech Critical Listening Self Evaluation Exam
Producing valid arguments	Lecture Classroom Activities Peer Evaluations	Creating an Argument Persuasive Speech Critical Listening Self Evaluation Exam

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

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
Using gestures which complement the verbal message	Lecture Classroom Activities Peer Evaluations	Oral Presentation Self Evaluation Critical Listening Exam
Speaking with varied vocal cues	Lecture Classroom Activities Peer Evaluations	Oral Presentation Self Evaluation Critical Listening Exam

Attendance

Attendance will be taken at each session. You are allowed 2 personal days during the semester (on days that do not include your oral presentation or a major grading event, such as an exam). The two absences do not include illnesses that require medical care or university-sponsored events. You are responsible for obtaining an excused absence from the Dean of Students in the case of illness or other university-excused reason for missing class. You do not need to contact me to tell me you are using one of your two unexcused absences. **After two unexcused 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. 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 (6th 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 may ask you to leave class for the day and count it against your attendance record.**

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	50 points	
Persuasive speech proposal	50	
Informative preparation outline	50	
Informative self-evaluation	15	
Persuasive speech preparation outline	50	
Persuasive self-evaluation	15	
Listening Assignment	30	
	Total points	260

Oral assignments

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

Informative speech	100	
Ceremonial speech	50	
Persuasive speech	100	
	Total points	250

Exams

Quizzes	20	
Unit exams	100	
Final exam	100	
	Total points	220

TOTAL POINTS

730

Grading:	A = 100 - 90%	730 – 657
	B = 89 - 80%	656 – 584
	C = 79 - 70%	583 – 511
	D = 69 - 60%	510 – 438

COURSE SCHEDULE

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

Week	Date	Topic/Assignment	Reading
Week 2	January 21st	Introduction Chapter 1 – Welcome to Public Speaking	Chapters 1, 2, 3
	January 23rd	Chapter 2- Your First Speech Chapter 3 – Presenting the Speech	
Week 3	January 28 th	Chapter 4 – Listening Critically	Chapter 4
	January 30th	Chapter – 5 Analyzing Your Audience Chapter 6- Choosing a Topic and Developing a Strategy	Chapter 5 Chapter 6
Week 4	February 4th	EXAM 1 REVIEW	
	February 6th	UNIT 1 EXAM (CHAPTERS 1-6)	
Week 5	February 11th	Chapter 7 – Researching The Speech	Chapter 7
	February 13 th	Chapter 13- Informing	Chapter 13
Week 6	February 18th	Chapter 9- Organizing the speech: Body Chapter 10: Organizing the speech: introductions, Conclusions and Transitions	Chapters 9,10
	February 20th	Chapter 11- Outlining the Speech Chapter 15- Speaking with Visual Aids.	Chapter 11, 15
Week 7	February 25th	Informative Speech Workday	
	February 27 th	PRESENT INFORMATIVE SPEECHES	
Week 8	March 4th	PRESENT INFORMATIVE SPEECHES	
	March 6 th	PRESENT INFORMATIVE SPEECHES	
Week 9	March 11 th	PRESENT INFORMATIVE SPEECHES UNIT 2 EXAM REVIEW	Chapters 7, 9-11, 13 & 15
	March 13 th	UNIT 2 EXAM.	
Week 10	March 18 th	SPRING BREAK	
	March 20th		
Week 11	March 25th	Chapter 12- Achieving Style Through Languages	Chapter 12
	March 27th	Chapter 16- Occasions For Public Speaking	Chapter 16
Week 12	April 1st	PRESENT CEREMONIAL SPEECHES	
	April 3rd	PRESENT CEREMONIAL SPEECHES	
Week 13	April 8th	Chapter 14-Persuading	Chapter 14
	April 10 th	Chapter 8-Reasoning	Chapter 8
Week 14	April 15 th	Crafting Persuasive Speeches	

	April 17 th	Persuasive Speech Workshop Day	
Week 15	April 22 nd	PRESENT PERSUASIVE SPEECHES	
	April 24 th	PRESENT PERSUASIVE SPEECHES	
	April 29 th	PRESENT PERSUASIVE SPEECHES	
	May 1 st	PRESENT PERSUASIVE SPEECHES Final Exam Review	
Week 16	FINAL EXAM	Section 220 (9:30 a.m.)- Tuesday, May 6 @ 8:00 – 10:00 Section 224 (2:00 p.m.)- Thursday, May 8 @ 12:45 – 2:45	