

FALL 2014

CMM 103-133

Fundamentals of Speech Communication

Sarah Craiger

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East Hall 111 (INTO)

Office Hours By Appointment

REQUIRED MATERIALS

Text- *Public Speaking: Strategies for Success, 7th Edition* / David Zarefsky / Pearson: Allyn & Bacon

Workbook - *Fundamentals of Speech Communication Student Handbook* / Kristine Greenwood



POLICIES

- NO late work will be accepted
- NO cheating or plagiarism will be tolerated
- ONLY University Excused absences are allowed

-RESPECT and listen to your classmates

-DON'T distract others

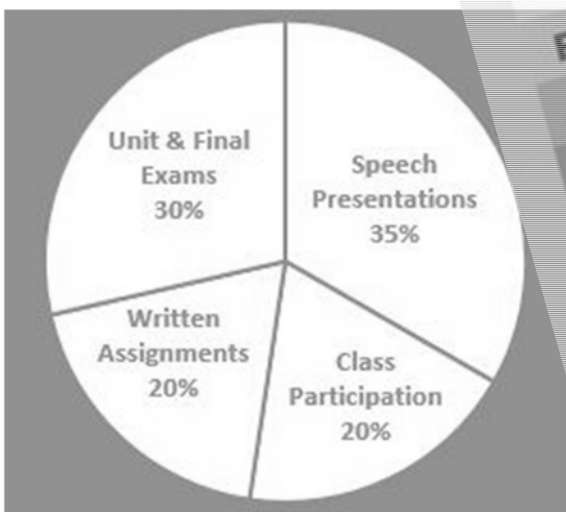
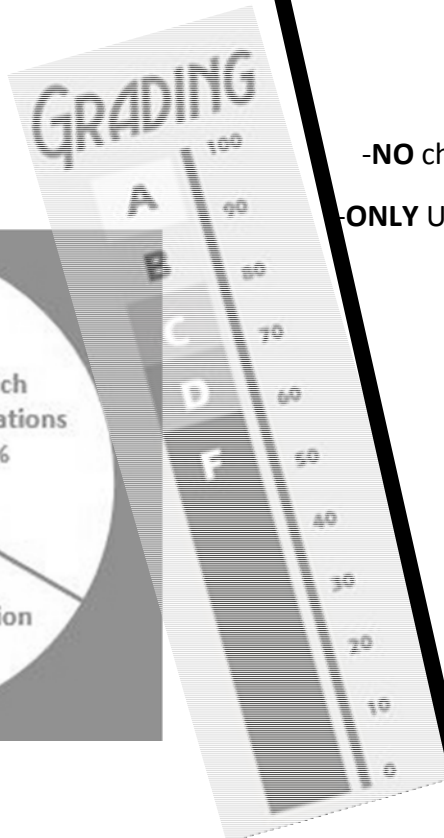
**-HAVE FUN AND
LEARN LOTS!**

Additional University Policies

can be found

in the 2014 Undergraduate

Student Catalog



Week 1 Aug 28	Chapter 1 Welcome to Public Speaking Chapter 2 Your First Speech <i>Assign Introductory Speech</i>	Chapters 1,2,3,4
Week 2 Sept. 4	Chapter 3 Presenting the Speech Chapter 4 Listening Critically <i>Assign: Listening Assignment</i>	Chapters 5 & 6
Week 3 Sept. 11	Introductory Speech Due Chapter 5 Analyzing Your Audience Chapter 6 Choosing a Topic & Developing a Strategy <i>Assign Unit I Exam Chapters 1-6</i>	Chapter 7
Week 4 Sept. 18	Unit I Exam Chapter 7 Researching the Speech <i>Assign Informative Speech Proposal</i> <i>Assign Informative Speech</i>	Chapters 9, 10, 11
Week 5 Sept. 25	Informative Speech Proposal Due Chapter 9 Organizing the Speech: The Body Chapter 10 Introductions, Conclusions & Transitions Chapter 11 Outlining the Speech <i>Assign Supporting a Main Point</i>	Chapters 13 & 15
Week 6 Oct 2	Supporting a Main Point Due Chapter 13 Informing Chapter 15 Speaking with Visual Aids	
Week 7 Oct. 9	Informative Speech Due	Chapter 12
Week 8 Oct. 16	Informative Speech Due <i>Assign Unit II Exam 7, 9, 10, 11, 13, 15</i>	

Week 9
Oct. 23

Unit II Exam
Chapter 12 Achieving Style Through Language
Assign Persuasive Speech Proposal

Chapter 8

Week 10
Oct. 30

Creating an Argument Due
Chapter 8 Reasoning
Assign Persuasive Speech
Assign Creating an Argument

Chapter 14 & 16

Week 11
Nov 6

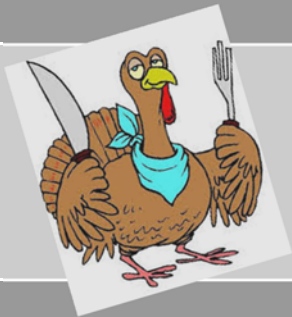
Persuasive Speech Proposal Due
Chapter 14 Persuading
Chapter 16 Occasions for Public Speaking
Assign Ceremonial Speeches

Week 12
Nov. 13

Persuasive Speech Due

Week 13
Nov. 20

Persuasive Speech Due



Thanksgiving Break November Nov. 24-28



Week 15
Dec 4

Ceremonial Speech Due
Review for Final Exam

Week 16
Dec. 11

Final Exam, SH 232 @ 6:30pm, All Chapters

Course Description, Philosophy, Objectives, Attendance Policy, Plagiarism Policy, Video Recording Policy, and other helpful information can be found on handbook pages 3-7.

Additional Attendance Policy information:

Please do not be tardy. **Three tardies will result in a marked absence.**

Attendance for this course is necessary to succeed. The lessons build on the previous work, and if you are absent from class, you will be missing key information for assignments. Application activities will be completed during class time, some for points - some not. If you are absent, you are not eligible for those points.

Attendance is **REQUIRED** on speech days. You must actively participate as an audience member. A **2 point deduction** will be given for *unexcused* absences on speech days.

Notifying the instructor of your absence prior to class **does not** entitle you to an excused absence. Excused absences are only given for reasons approved by MU Student Affairs.

There are NO MAKEUP EXAMS unless you have a University Excused Absence.

General Education Program Student Learning Outcomes

Upon completion of the Core Curriculum at Marshall University, students will be able to master the following Core Domains of Critical Thinking:

1. Aesthetic/Artistic
2. Communication (Oral, Written, Visual)
3. Information Literacy
4. Mathematical and Abstract
5. Multicultural/International
6. Scientific
7. Social/Ethical/Historical

Relationships among Course, Program, and Degree Profile Outcomes

Course Outcomes	How Accomplished in this Course	How Evaluated in this Course	General Education Program Outcomes	Degree Profile Outcomes
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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	2, 3, 7	<ul style="list-style-type: none"> • Specialized knowledge • Engaging Diverse Perspectives • Communication fluency • Applied learning
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	2, 3,5,7	<ul style="list-style-type: none"> • Specialized knowledge • Analytic Inquiry • Information Resources • Engaging Diverse Perspectives • Communication fluency • Applied learning
Recognizing and adjusting to nonverbal audience feedback	Lecture Activities Peer Evaluations	Oral Presentations Critical Listening Exams	1, 2, 5	Specialized Knowledge Communication Fluency Applied Learning

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	2, 3, 6, 7	Specialized Knowledge Broad Integrative Knowledge Analytic Inquiry Engaging Diverse Perspectives
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		Preparation Outlines Exam		Communication Fluency Applied Learning Civic Learning
Extrapolating valid claims from evidence	Lecture Classroom Activities	Creating an Argument Persuasive Speech Preparation Outlines Self Evaluation Critical Listening Exam	2, 3, 6, 7	Specialized Knowledge Broad Integrative Knowledge Analytic Inquiry Engaging Diverse Perspectives Communication Fluency Applied Learning Civic Learning
Identifying and producing factual, value, and policy claims	Lecture Classroom Activities	Creating an Argument Speech Proposals Persuasive Speech Preparation Outlines Critical Listening Exam	2,3,7	Specialized Knowledge Broad Integrative Knowledge Analytic Inquiry Engaging Diverse Perspectives Communication Fluency Applied Learning Civic Learning
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	2,3,6,7,	Specialized Knowledge Broad Integrative Knowledge Analytic Inquiry Engaging Diverse Perspectives Communication Fluency Applied Learning Civic Learning
Identifying the limitations of evidence	Lecture Classroom Activities	Creating an Argument Persuasive Speech Critical Listening Exam	2,3,6,7	Specialized Knowledge Broad Integrative Knowledge Analytic Inquiry Engaging Diverse Perspectives Communication Fluency Applied Learning Civic Learning
Identifying weaknesses in argument and reasoning	Lecture Classroom Activities Peer Evaluations	Creating an Argument Speech Proposals Persuasive Speech Critical Listening Self Evaluation Exam	2.3.6.7	Specialized Knowledge Broad Integrative Knowledge Analytic Inquiry Engaging Diverse Perspectives Communication Fluency Applied Learning Civic Learning
Producing valid arguments	Lecture Classroom Activities Peer Evaluations	Creating an Argument Persuasive Speech Critical Listening Self Evaluation Exam	2.3.6.7	Specialized Knowledge Broad Integrative Knowledge Analytic Inquiry Engaging Diverse Perspectives Communication Fluency Applied Learning Civic Learning

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	1, 2	Specialized Knowledge Communication Fluency
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		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	1,2	Specialized Knowledge Communication Fluency
Using transitions and signposts to emphasize speech structure, and	Lecture Classroom Activities Peer Evaluations	Oral Presentations Preparation Outlines Self Evaluation Critical Listening Exam	1,2	Specialized Knowledge Communication Fluency
Concluding their remarks with a summary of the main points	Lecture Classroom Activities Peer Evaluations	Oral Presentations Preparation Outlines Self Evaluation Critical Listening Exam	1,2	Specialized Knowledge Communication Fluency

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, 2	Specialized Knowledge Communication Fluency
Using gestures which complement the verbal message	Lecture Classroom Activities Peer Evaluations	Oral Presentation Self Evaluation Critical Listening Exam	1,2	Specialized Knowledge Communication Fluency
Speaking with varied vocal cues	Lecture Classroom Activities Peer Evaluations	Oral Presentation Self Evaluation Critical Listening Exam	1, 2	Specialized Knowledge Communication Fluency