

**FUNDAMENTALS OF SPEECH COMMUNICATION
SYLLABUS
CMM 103 – SECTION 207 – CRN 2771
SPRING SEMESTER 2015
(10:00-10:50 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.

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". 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

LEARNING OBJECTIVES: See Student Handbook (p. 3-5)

PLAGARISM POLICY: See Student Handbook (p. 6)

VIDEO RECORDING POLICY: See Student Handbook (p. 6)

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

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 six (6) 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. You are also required to evaluate the speeches of your fellow classmates and provide appropriate feedback as directed. Ten (10) points will be deducted for each absence on the days that others in the class 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.

GRADING PROCEDURE:

(1) Written assignments (REQUIRED)

- Informative Speech Proposal
- Persuasive Speech Proposal
- Supporting a Main Point
- Creating an Argument
- Informative Speech Self-Evaluation
- Persuasive Speech Self-Evaluation

(2) Written assignments (REQUIRED/GRADED)

Informative Speech Preparation Outline	100	
Persuasive Speech Preparation Outline	<u>100</u>	
	200	Total Points

(3) Oral assignments (REQUIRED)

Introduction Speech (TBD)		
Informative Speech	100	
Persuasive Speech	100	
Ceremonial Speech (TBD)		
	<u>200</u>	Total Points

(4) Exams

Unit Exam #1	50	
Unit Exam #2	50	
Final Exam	<u>100</u>	
	200	Total Points

Total Points Possible 600

GRADING SCALE:

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

ALL REQUIRED ASSIGNMENTS MUST BE COMPLETED TO PASS THE COURSE

- MAKE-UP EXAMS WILL BE GIVEN ONLY FOR STUDENTS WITH UNIVERSITY EXCUSED ABSENCES WITH PROPER WRITTEN DOCUMENTATION.
- ALL WRITTEN ASSIGNMENTS MUST BE EITHER TYPED OR WORD-PROCESSED.
- 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 forty (40) 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 1/12	Chapter 1: Welcome to Public Speaking	Chapters 1, 2 & 3
W 1/14	Chapter 2: Your First Speech	
F 1/16	Chapter 3: Presenting the Speech Assign Introductory Speech	
Week Two		
M 1/19	MARTIN LUTHER KING, JR. HOLIDAY (NO CLASSES)	
W 1/21	Introductory Speeches	
F 1/23	“	
Week Three		
M 1/26	Chapter 4: Listening Critically	Chapters 4, 5 & 6
W 1/28	Chapter 5: Analyzing Your Audience	
F 1/30	Chapter 6: Choosing a Topic & Developing a Strategy Assign Unit I Exam Chapters (Chapters 1-6)	
Week Four		
M 2/2	Review for Exam I	Chapter 7
W 2/4	Unit I Exam	
F 2/6	Chapter 7: Researching the Speech Assign Informative Speech Proposal/Assign Informative Speech	
Week Five		
M 2/9	Chapter 9: Organizing the Speech: The Body	Chapters 9, 10 & 11
W 2/11	Informative Speech Proposal Due/Assign Supporting a Main Point	
F 2/13	Chapter 10: Introductions, Conclusions, & Transitions Chapter 11: Outlining the Speech	
Week Six		
M 2/16	Chapter 13: Informing	Chapters 13 & 15
W 2/18	Chapter 15: Speaking With Visual Aids	
F 2/20	Chapter 15 continued Supporting a Main Point Due	
Week Seven		
M 2/23	Informative Speeches	
W 2/25	“	
F 2/27	“	
	Assign Unit II Exam Chapters (Chapters 7, 9, 10, 11, 13 & 15)	
Week Eight		
M 3/2	Informative Speeches	
W 3/4	“	
F 3/6	“	
	Assign Persuasive Speech Proposal/Assign Persuasive Speech	

Date	Topics/Assignments	Readings
Week Nine		
M 3/9	Chapter 12: Achieving Style Through Language	Chapter 12
	Persuasive Speech Proposal Due	
W 3/11	Review for Exam II	
F 3/13	Unit II Exam	
3/16 –3/20	SPRING BREAK	
Week Ten		
M 3/23	Chapter 14: Persuading	Chapter 14
W 3/25	Chapter 14 continued	
F 3/27	Chapter 14 continued	
Week Eleven		
M 3/30	Chapter 8: Reasoning	Chapter 8
W 4/1	Chapter 8 continued	
F 4/3	Chapter 8 continued	
Week Twelve		
M 4/6	Persuasive Speeches	
W 4/8	“	
F 4/10	“	
Week Thirteen		
M 4/13	Persuasive Speeches	
W 4/15	“	
F 4/17	“	
	Assign Ceremonial Speech	
Week Fourteen		
M 4/20	Chapter 16: Occasions for Public Speaking	Chapter 16
W 4/22	Ceremonial Speeches	
F 4/24	“	
Week Fifteen		
M 4/27	Ceremonial Speeches	
W 4/29	“	
F 5/1	Review for Final Exam	
M 5/4	FINAL EXAM (10:15am – 12:15pm)	