# FUNDAMENTALS OF SPEECH COMMUNICATION SYLLABUS

## CMM 103 – SECTION 210 – CRN 2774 SPRING SEMESTER 2015 (11:00-11:50 MWF – Smith Hall 232)

INSTRUCTOR: DAVID COOK

DEPARTMENT OF COMMUNICATION STUDIES

OFFICE: SMITH HALL 256

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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, KendallHunt

## **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 <a href="www.marshall.edu/academic-affairs">www.marshall.edu/academic-affairs</a> 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)

 $\underline{\text{IMPORTANT}}: \text{Students who require special accommodations should carefully read the information on the following website $\frac{http://www.marshall.edu/disabled}{\text{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.

#### 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  $\frac{100}{200}$  Total Points

(3) Oral assignments (REQUIRED)

Introduction Speech (TBD)

Informative Speech 100

Persuasive Speech 100

Ceremonial Speech (TBD)

200 Total Points

(4) Exams

Unit Exam #1 50
Unit Exam #2 50
Final Exam 2 100
200 Total Points

Total Points Possible 600

GRADING SCALE: A = 600-540

B = 539-480 C = 479-420D = 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**

| <u>Date</u> | !       | Topics/Assignment   | Readings            |
|-------------|---------|---|---------------------|
| Wee         | k One   |   |                     |
| М           | 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                                    |                     |
| Wee         | k Two   |   |                     |
| М           | 1/19    | MARTIN LUTHER KING, JR. HOLIDAY (NO CLASSES)                  |                     |
| W           | 1/21    | Introductory Speeches   |                     |
| F           | 1/23    | a   |                     |
| Wee         | k Three |   |                     |
| М           | 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)                    |                     |
| Wee         | k Four  |   |                     |
| М           | 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 Spee    | ch                  |
| Wee         | k Five  |   |                     |
| M           | 2/9     | Chapter 9: Organizing the Speech: The Body                    | Chapters 9, 10 & 11 |
|             |         | Informative Speech Proposal Due/Assign Supporting a Main      | Point               |
| W           | 2/11    | Chapter 10: Introductions, Conclusions, & Transitions         |                     |
| F           | 2/13    | Chapter 11: Outlining the Speech                              |                     |
| Wee         | k Six   |   |                     |
| М           | 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                                   |                     |
| Wee         | k Seven |   |                     |
| М           | 2/23    | Informative Speeches  |                     |
| W           | 2/25    | и   |                     |
| F           | 2/27    | и   |                     |
|             |         | Assign Unit II Exam Chapters (Chapters 7, 9, 10, 11, 13 & 15) |                     |
| Wee         | k Eight |   |                     |
| М           | 3/2     | Informative Speeches  |                     |
| W           | 3/4     | u   |                     |
| F           | 3/6     | и   |                     |
|             |         | Assign Persuasive Speech Proposal/Assign Persuasive Speech    | 1                   |

| <u>Date</u> |             | Topics/Assignments                            | Readings   |
|-------------|-------------|---|------------|
|             | L NIC.      |   |            |
|             | k Nine      | Chautau 12: Aakia ina Chula Thuasaah Laurusaa | Chautau 12 |
| M           | 3/9         | Chapter 12: Achieving Style Through Language  | Chapter 12 |
|             | 2/44        | Persuasive Speech Proposal Due                |            |
| W           | 3/11        | Review for Exam II                            |            |
| F           | 3/13        | Unit II Exam                                  |            |
| 3/16 -3/20  |             | SPRING BREAK                                  |            |
| Wee         | k Ten       |   |            |
| M           | 3/23        | Chapter 14: Persuading                        | Chapter 14 |
| W           | 3/25        | Chapter 14 continued                          | ·          |
| F           | 3/27        | Chapter 14 continued                          |            |
| Wee         | k Eleven    |   |            |
| М           | 3/30        | Chapter 8: Reasoning                          | Chapter 8  |
| W           | 4/1         | Chapter 8 continued                           | oapto. o   |
| F           | 4/3         | Chapter 8 continued                           |            |
| •           | ., 3        | Chapter o continued                           |            |
| Wee         | k Twelve    |   |            |
| M           | 4/6         | Persuasive Speeches                           |            |
| W           | 4/8         | и   |            |
| F           | 4/10        | u   |            |
| Wee         | k Thirteen  |   |            |
| М           | 4/13        | Persuasive Speeches                           |            |
| W           | 4/15        | "   |            |
| F           | 4/17        | u   |            |
| •           | 7/17        | Assign Ceremonial Speech                      |            |
|             |             | ·   |            |
| Wee         | k Fourteen  |   |            |
| M           | 4/20        | Chapter 16: Occasions for Public Speaking     | Chapter 16 |
| W           | 4/22        | Ceremonial Speeches                           |            |
| F           | 4/24        | u   |            |
| Wee         | k Fifteen   |   |            |
| М           | 4/27        | Ceremonial Speeches                           |            |
| W           | 4/29        | u   |            |
| F           | 5/1         | Review for Final Exam                         |            |
| •           | ~, <b>-</b> |   |            |
| Т           | 5/5         | FINAL EXAM (10:15am – 12-:15pm)               |            |
|             |             |   |            |