

Marshall University

Course Title/Number	Fundamentals of Speech Communication/CMM 103
Semester/Year	Spring 2015
Days/Time	MWF 8:00 – 8:50 (Section 202); MWF 9:00 – 9:50 (Section 205)
Location	Smith Hall 261
Instructor	Zachary Bailey
Office	Smith Hall 255
Phone	(304) 696-6786
E-Mail	bailey403@marshall.edu
Office Hours	Mondays: 10:00—12:00 Wednesdays: 10:00—12:00 Fridays: 10:00—11:00 & by appointment *If possible, please e-mail me in advance of your arrival.
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 three personal days during the semester (on days that do not include your oral presentation or a major grading event, such as an exam). These 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 the unexcused absence. **After three unexcused absences, you will lose -10 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. **Repeated instances of lateness will likely result in additional point deductions.**

You must attend the sessions you are scheduled to present. 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 Blackboard. If you have trouble submitting via Blackboard, come see me so that we can address the issue.

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.

Late assignments will not be accepted for full credit unless the instructor has given prior consent. For every 24 hours 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. We will schedule an appointment to discuss the assignment outside of class time.

Consultations: Please do not wait until the night 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. The instructor will generally respond to your inquiry in one business day, although this is not guaranteed. All inquiries about assignments and exams should be asked no later than 3 p.m. the night the assignment is due.

Classroom Policies

Let's make our classroom an oasis of civility.

Please do not use your cell phone 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 copy of the syllabus you will receive. Electronic versions of this syllabus can be accessed on MU Online (Blackboard).

Course Requirements

Written assignments

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

Oral assignments

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

Introductory Speech	20	
Informative speech	100	
Persuasive speech	100	
	Total points	220

Exams

Unit I Quiz	10	
Unit I Exam	50	
Unit II Quiz	10	
Unit II Exam	50	
Final Exam	100	
	Total points	220

TOTAL POINTS **700**

Grading:	A = 100 - 90%	700 – 630
	B = 89 - 80%	629 – 560
	C = 79 - 70%	559 – 490
	D = 69 - 60%	490 – 420

COURSE SCHEDULE

Date		Topics/Assignments	Readings
January			
M 12	Week 1	Welcome to Public Speaking	Chapter 1
W 14		Your First Speech <i>Introductory Speech Assigned</i>	Chapter 2
F 16		Presenting a Speech	Chapter 3
M 19	Week 2	<i>No Class- MLK Day</i>	
W 21		Listening Critically <i>Assign Listening Assignment</i>	Chapter 4
F 23		Listening Assignment due by 11:59 p.m.	<i>TBA</i>
M 26	Week 3	Present Introductory Speeches	
W 28		Present Introductory Speeches/ Audience Analysis	Chapter 5
F 30		Choosing a Topic	Chapter 6
February			
M 2	Week 4	Catch-up Day/Exam Review Unit I Quiz due by 11:59 p.m. on 2/3	
W 4		UNIT I EXAM Chapters 1-6	
F 6		Informing Informative Speech Proposal Assigned	Chapter 13
M 9	Week 5	Researching the Speech	Chapter 7
W 11		Organizing the Speech: The Body <i>Meet in Smith Hall 532</i>	Chapter 9
F 13		Informative Proposal Workshop <i>Meet in Smith Hall 532</i> Informative Speech Proposal due by 11:59 pm	
M 16	Week 6		
W 18		Intros, Conclusions, & Transitions	Chapter 10
F 20		Outlining the Speech <i>Meet in Smith Hall 532</i>	Chapter 11

M 23	Week 7	Preparation Outline Workshop <i>Meet in Smith Hall 532</i>	
W 25		Peer Grading Informative Speech Outline Informative Speech Preparation Outline due at class time. Meet in our normal classroom.	
F 27		Speaking with Visual Aids	Chapter 15
March			
M 2	Week 8	Present Informative Speeches	
W 4		Present Informative Speeches	
F 6		Present Informative Speeches	
M 9	Week 9	Present Informative Speeches	
W 11		Catch-up Day/Exam Review Unit II Quiz due by 11:59 p.m. on 3/12	
F 13		UNIT II EXAM Chapters 7,9,10,11,13,15	
M 16 – F 20	Week 10	SPRING BREAK!	
M 23	Week 11	Persuading Persuasive Speech Proposal Assigned	Chapter 14
W 25		Reasoning	Chapter 8
F 27		Persuasive Appeals Informative Speech Analysis due 3/27 by 11:59 pm	
M 30	Week 12	Persuasive Speech Proposal Workshop <i>Meet in Smith Hall 532</i>	
April			
W 1		Persuasive Speech Proposal Workshop <i>Meet in Smith Hall 532</i>	
F 3		Persuasive Speech Proposal Workshop <i>Meet in Smith Hall 532</i> Persuasive Speech Proposal due by 11:59 p.m.	
M 6	Week 13	Achieving Style Through Language	Chapter 12
W 8		Persuasive Speech Outline Workshop <i>Meet in Smith Hall 532</i>	
F 10		Persuasive Speech Outline Workshop <i>Meet in Smith Hall 532</i>	

M 13	Week 14	Peer Grading Persuasive Speech Outline Persuasive Speech Preparation Outline due at class time. Meet in our normal classroom	
W 15		Workshop: Persuasive Speech Delivery	
F 17		Present Persuasive Speeches	
M 20	Week 15	Present Persuasive Speeches	
W 22		Present Persuasive Speeches	
F 24		Present Persuasive Speeches	
M 27	Week 16	Present Persuasive Speeches	
W 29		Occasions for Public Speaking Persuasive Speech Self-Analysis due by 11:59 on Sunday, May 4.	Chapter 16
F -MAY 1		Review for Final Exam	
FINAL EXAM			
Section 202 (class at 8:00 a.m.) - TBA			
Section 205 (class at 9:00 a.m.) - TBA			