

Marshall University

Course Title/Number	Fundamentals Of Speech Communication / CMM 104H
Semester/Year	Spring / 2015
Days/Time	T 6:30-9:00
Location	SH 261
Instructor	Deion Hawkins
Office	SH 256 (Communication Studies Computer Lab)
E-Mail	hawkins64@live.marshall.edu
Office/Hours	MTWT 12:00PM-3:00PM
University Policies	By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy be 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

The table below shows the following relationships: How each student learning outcomes will be practiced and assessed in the course.

Course Student Learning Outcomes	How students will practice each outcome in this Course	How student achievement of each outcome will be assessed in this Course
<i>Students will:</i> <i>Determine audience orientation toward the topic</i>	Lecture Classroom activities Audience evaluation survey Peer evaluations	Speech Proposals Preparation Outlines Oral Presentations Critical Listening Assignment Quizzes Exams
<i>Identify supporting material most relevant to the audience</i>	Lecture Classroom activities Peer evaluations	Speech Proposals Supporting a Claim Creating an Argument Oral Presentations Preparation Outlines Critical Listening

		Assignment Quizzes Exams
<i>Recognize and adjust to nonverbal audience feedback</i>	Lecture Activities Peer evaluations	Oral Presentations Critical Listening Assignment Quizzes Exams

Students will learn to demonstrate critical thinking in the production and evaluation of communication events by

<i>Differentiating between various types of evidence</i>	Lecture Classroom Activities	Speech Proposals Supporting a Claim Oral Presentations Preparation Outlines Quizzes Exams
<i>Extrapolating valid claims from evidence</i>	Lecture Classroom Activities	Persuasive Speech Preparation Outlines Self-Evaluations Critical Listening Quizzes Exams
<i>Identifying and producing factual, value, and policy claims</i>	Lecture Classroom Activities	Speech Proposals Persuasive Speech Preparation Outlines Critical Listening Quizzes Exams
<i>Identifying the types of reasoning that link evidence to claims</i>	Lecture Classroom Activities	Creating an Argument Persuasive Speech Preparation Outlines Critical Listening Self-Evaluations Quizzes Exams
<i>Identifying the limitations of evidence</i>	Lecture Classroom Activities	Creating an Argument Persuasive Speech Critical Listening Quizzes Exams
<i>Identifying weaknesses in argument and reasoning</i>	Lecture Classroom Activities Peer Evaluations	Creating an Argument Speech Proposals Persuasive Speech Critical Listening Self-Evaluations Quizzes

		Exams
<i>Producing valid arguments</i>	Lecture Classroom Activities Peer Evaluations	Creating an Argument Persuasive Speech Critical Listening Self-Evaluations Quizzes Exams

Students will produce organized informative and persuasive presentations by

<i>Demonstrating the ability to capture audience attention,</i>	Lecture Classroom Activities Peer Evaluations	Oral Presentations Preparation Outlines Speech Proposals Self-Evaluations Critical Listening Quizzes Exams
<i>Stating the thesis and previewing their oral remarks,</i>	Lecture Classroom Activities Peer Evaluations	Oral Presentations Preparation Outlines Self-Evaluations Critical Listening Quizzes Exams
<i>Using transitions and signposts to emphasize speech structure, and</i>	Lecture Classroom Activities Peer Evaluations	Oral Presentations Preparation Outlines Self-Evaluations Critical Listening Quizzes Exams
<i>Concluding their remarks with a summary of the main points</i>	Lecture Classroom Activities Peer Evaluations	Oral Presentations Preparation Outlines Self-Evaluations Critical Listening Quizzes Exams

Students will develop effective extemporaneous speaking skills by

<i>Maintaining eye contact with the audience while speaking</i>	Lecture Classroom Activities Peer Evaluations	Oral Presentation Self-Evaluations Critical Listening Quizzes Exams
<i>Using gestures which complement the verbal message</i>	Lecture Classroom Activities Peer Evaluations	Oral Presentation Self-Evaluations Critical Listening Quizzes Exams
<i>Speaking with varied vocal cues</i>	Lecture	Oral Presentation

	Classroom Activities Peer Evaluations	Self-Evaluations Critical Listening Quizzes Exams
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Required Texts, Additional Reading, and Other Materials

1. Public Speaking Strategies for Success 6th Edition by David Zarefsky
2. Communication Studies 103 Student handbook by Kristine Greenwood

Grading Policy

A = 90% – 100%
 B= 80% – 89%
 C= 70% – 79%
 D= 60% - 69%
 F= 0% - 59%

Point Calculation

Written Work

- Informative Speech Proposal: 40
- Persuasive Speech Proposal: 40
- Supporting A Claim: 25
- Creating an argument: 35
- Informative Outline: 50
- Informative Self Evaluation: 15
- Persuasive Speech Outline: 50
- Persuasive Self Evaluation: 15
- Listening: 30
- **Total: 300**

**Oral Assignments:

- Introduction Speech: 20
- Informative Speech: 75
- Persuasive Speech: 100
- Ceremonial Speech: 50

Total: 245

Exams:

- Unit Exams: 120
- Final Exam: 100

Total: 220

Attendance Policy

Roll will be taken every day and you are expected to be in class and on time. If you have any unforeseen circumstances that prevent you from attending then it is your responsibility to inform me *ahead of time* if at all possible. Tardiness will not be tolerated. According to Student Affairs, a student must secure a University Excused Absence upon returning to class. This does not mean waiting two weeks and then expecting me to allow you to make-up the assignments that you missed. Be proactive. It is the responsibility of the student to request an opportunity to complete missed assignments. Students should be aware that excessive absences--whether excused or unexcused--may affect their ability to earn a passing grade. Regardless of the nature of the excused absence, the student is responsible for completing all coursework prior to the end of the semester.

Class Participation

In order for you to demonstrate the skills necessary for this course, you will be required to participate in group activities. From time to time, it will be necessary for you to prepare for class on your own time. These activities will require you to complete assignments from your workbook. There will be an addition of 75 points for participation added to your total points accumulated for the semester. Failure to participate in class, with the completed assignments will result in the deduction of points from this category.

Make-up Work

It is expected that you will turn in all work by the due date. If for some reason you need extra time then ask. Exceptions will be made on an individual basis. Exams and Speeches must be taken / delivered on the date that they are scheduled. Only a University Excused Absence will be considered in order for these items to be made up. Any assignments turned in late will be cut the amount of points equal to one letter grade. No email copies of assignments will be accepted unless a prior arrangement has been made and accepted by me. In order for you to achieve the objectives of this course; acquiring the skills to speak publicly; you must complete the oral performance of the informative and persuasion speeches. Failure to meet this requirement will result in failing the course without exception.

APA Style Formatting

All written work submitted in this class must adhere to the APA formatting guide as published by the American Psychological Association, which can be found here: <http://owl.english.purdue.edu/owl/resource/560/01/>. Failure to follow these guidelines may result in major point deductions per assignment.

Speeches

All students are required to present themselves in a professional manner when delivering oral presentations. **All students are required to be business casual for informative and persuasive speech.** Failure to do so will result in the deduction of points.

Exams

There are two exams given during the semester that are meant to test your critical thinking skills as well as your knowledge of the textbook. It is up to you to do the assigned reading. The exams will come from information in the textbook. The final exam is comprehensive.

Mutual Respect

Please treat each other with mutual respect. Hatred of any kind will not be tolerated. Our class is made up of a diverse population and it must be respected regardless of our differences. Embrace diversity!

Cell Phones

Cell phones must be turned off and put away. Texting in class is unacceptable behavior. If you are caught, and you will be, you will be asked to leave the class for the day.

Peer Feedback

It is important that you are a good audience member. You will be required to complete peer feedback forms for each oral presentation. If you are absent from class during your peer's oral presentation they will not be able to receive your feedback. Therefore, I will deduct points equal to one letter grade for each absence on days of these presentations. *If you are officially excused from class you will be required to write a 1 – 2 page paper to make up the lost points.*

Course Schedule

Week	Date	Topic/Assignment	Reading
Week 1	Jan 12 th	Introduction Chapter 1 – Welcome to Public Speaking <i>The Rhetorical Situation & The Tell It Theory</i> Chapter 2 – Your First Speech Chapter 3- Presenting the speech	Chapters 1, 2, 3
Week 2	Jan. 19 th	Chapter 4- Listening Critically Chapter 5- Analyzing Your Audience Chapter 6- Choosing a topic & developing a strategy	Chapter 4,5,6
Week 3	Jan. 26 th	INTRODUCTORY SPEECHES (brief review)	
Week 4	Feb. 2 nd	UNIT ONE EXAM	
Week 5	Feb. 9 th	Chapter 7- Researching the speech Chapter 9- Organizing the speech: the body Chapter 10- Introduction, Conclusions and Transitions	Chapters 7. 9.10
Week 6	Feb. 16 th	Chapter 11-Outlining the speech Chapter 13- Informing Chapter 15- Speaking with Visual Aids	Chapters 11, 13, 15
Week 7	Feb. 23 rd	Informative Speeches / 100 pts.	
Week 8	March 2 nd	Informative Speeches Continued	
Week 9	March 9 th	UNIT TWO EXAM	
Week 10	March 16 th	SPRING BREAK (NO CLASS)	
Week 11	March 23 rd	Chapter 8- Reasoning Chapter 14- Persuading	Chapter 18, 4
Week 12	March 30 th	Persuasive Speeches / 100 pts.	
Week 13	April 6 th	Persuasive Speeches continued.....	
Week 14	April 13 th	Chapter 16- Occassions for public speaking Chapter 12	Chapter 12, 16
Week 15	April 20 th	Ceremonial Speeches	
Week 16	April 27 th	REVIEW FOR FINAL EXAM	
Week 17	TBA	Final exam (TBA)	