

FUNDAMENTALS OF SPEECH COMMUNICATION
SYLLABUS
CMM 103 – SECTION 214 – CRN 2871
SPRING SEMESTER 2014
(1:00-1:50 MWF – Smith Hall 232)

INSTRUCTOR: DAVID COOK
 DEPARTMENT OF COMMUNICATION STUDIES

OFFICE: SMITH HALL 256
 OFFICE PHONE: (304) 523-0937
 OFFICE HOURS: BY APPT.
 E-MAIL: cookd@marshall.edu

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,
 Allyn & Bacon, 7th Ed.
 COMMUNICATION STUDIES 103 (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 www.marshall.edu/academic-affairs and clicking on "Marshall University Policies". Areas covered include (among others): Affirmative Action/Computing Services Acceptable Use/Excused Absence Policy for Undergraduates/Academic Dishonesty/Academic Probation and Suspension/Students with Disabilities/Inclement Weather/MU Alert/Dead Week/Sexual Harassment.

COURSE OBJECTIVES and STUDENT LEARNING OUTCOMES: 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 ANY AND ALL ELECTRONIC DEVICES IS NOT ALLOWED DURING CLASS
MEETINGS WITHOUT THE APPROVAL OF THE INSTRUCTOR
AND IS SUBJECT TO DISCIPLINARY ACTION.

ATTENDANCE POLICY: 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 three (3) unexcused absences in the course of this class. FIVE (5) POINTS WILL BE DEDUCTED FROM THE FINAL POINT TOTAL FOR EACH ADDITIONAL UNEXCUSED ABSENCE.

IN ADDITION, attendance during speech presentations is mandatory. In order to pass this class, you must perform all oral assignments on the date assigned and you are expected to provide your fellow classmates with appropriate feedback. Points will be deducted for your failure to participate as an audience member while others are presenting their speeches. Of course, 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 claim		
Informative self-evaluation		
 (2) Written assignments (graded)		
Chapter quizzes	100	
Informative preparation outline	50	
Persuasive speech preparation outline	<u>50</u>	
	200	Total Points
 (3) Oral assignments (speeches must be presented to an audience in order to pass the course)		
Introductory speech		
Informative speech (graded)	100	
Persuasive speech (graded)	<u>100</u>	
Ceremonial speech		
	200	Total Points
 (4) Exams		
Unit Exam #1	50	
Unit Exam #2	50	
Final Exam	<u>100</u>	
	200	Total Points
	600	Total Points Available

GRADING SCALE:

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

- MAKE-UP EXAMS WILL BE GIVEN ONLY FOR STUDENTS WITH UNIVERSITY EXCUSED ABSENCES WITH PROPER WRITTEN DOCUMENTATION. OTHERWISE, IF YOU MISS A SCHEDULED EXAM, YOU FORFEIT THOSE POINTS.
- ALL WRITTEN ASSIGNMENTS MUST BE EITHER TYPED OR WORD-PROCESSED. HANDWRITTEN SUBMISSIONS WILL NOT BE ACCEPTED.
- 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 1/13	Chapter 1: Welcome to Public Speaking	Chapters 1 & 2
W 1/15	Chapter 2: Your First Speech	Chapter 3
F 1/17	Chapter 3: Presenting the Speech Assign Introductory Speech	
Week Two		
M 1/20	MARTIN LUTHER KING, JR. HOLIDAY (NO CLASSES)	
W 1/22	Introductory Speeches	
F 1/24	“	Chapter 4
Week Three		
M 1/27	Chapter 4: Listening Critically	Chapter 5
W 1/29	Chapter 5: Analyzing Your Audience	Chapter 6
F 1/31	Chapter 6: Choosing a Topic & Developing a Strategy Assign Informative Speech Proposal/ Informative Speech	
Week Four		
M 2/3	Unit I Exam	Chapter 7
W 2/5	Chapter 7: Researching the Speech Informative Speech Proposal Due	
F 2/7	Chapter 7 continued	Chapter 9
Week Five		
M 2/10	Chapter 9: Organizing the Speech: The Body Assign Supporting a Main Point	Chapter 10
W 2/12	Chapter 10: Introductions, Conclusions, & Transitions	Chapter 11
F 2/14	Chapter 11: Outlining the Speech	Chapter 13
Week Six		
M 2/17	Chapter 13: Informing Supporting a Main Point Due	Chapter 15
W 2/19	Chapter 15: Speaking With Visual Aids	
F 2/21		
Week Seven		
M 2/24	Informative Speeches	
W 2/26	“	
F 2/28	“	
	Assign Unit II Exam Chapters (Chapters 7, 9, 10, 11, 13 and 15)	
Week Eight		
M 3/3	Informative Speeches	
W 3/5	“	
F 3/7	“	Chapter 12

Date	Topics/Assignments	Readings
Week Nine		
M 3/10	Review for Exam II	
	Assign Persuasive Speech Proposal	
W 3/12	Unit II Exam	
F 3/14		
3/17 – 3/21	SPRING BREAK	
Week Ten		
M 3/24	Chapter 12: Achieving Style Through Language	Chapter 8
	Persuasive Speech Proposal Due	
W 3/26	Chapter 8: Reasoning	
F 3/28	Chapter 8 continued	Chapter 14
Week Eleven		
M 3/31	Chapter 14: Persuading	
W 4/2	Chapter 14 continued	
F 4/4		
Week Twelve		
M 4/7	Persuasive Speeches	
W 4/9	“	
F 4/11	“	
Week Thirteen		
M 4/14	Persuasive Speeches	
W 4/16	“	
F 4/18	“	Chapter 16
	Assign Ceremonial Speech	
Week Fourteen		
M 4/21	Chapter 16: Occasions for Public Speaking	
W 4/23	Ceremonial Speeches	
F 4/25	“	
Week Fifteen		
M 4/28	Ceremonial Speeches	
W 4/30	“	
F 5/2	Review for Final Exam (Comprehensive)	
F 5/9	FINAL EXAM (12:45 – 2:45pm)	

ALL REQUIRED ASSIGNMENTS MUST BE COMPLETED TO PASS THE COURSE