

**FUNDAMENTALS OF SPEECH COMMUNICATION
SYLLABUS
CMM 103 – SECTION 225 – CRN 2860
SPRING SEMESTER 2014
(3:30-4:45 T/TH – Smith Hall 414)**

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, 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 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 ELECTRONIC EQUIPMENT OF ANY TYPE IS NOT ALLOWED DURING CLASS.

It is discourteous to both the instructor and to other students and falls within the area of disruptive behavior outlined above.

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 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.

(2) ATTENDANCE DURING SPEECH PRESENTATION 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.

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

<u>Date</u>	<u>Topics/Assignments</u>	<u>Readings</u>
Week One		
T 1/14	Chapters 1: Welcome to Public Speaking	Chapters 1, 2 & 3
Th 1/16	Chapter 2: Your First Speech Chapter 3: Presenting the Speech Assign Introductory Speech	
Week Two		
T 1/21	Introductory Speeches	Chapters 4 & 5
Th 1/23	“	
Week Three		
T 1/28	Chapter 4: Listening Critically Chapter 5: Analyzing Your Audience Assign Unit I Exam Chapters (Chapters 1, 2, 3, 4, 5 and 6)	Chapter 6
Th 1/30	Chapter 6: Choosing a Topic & Developing a Strategy Assign Informative Speech Proposal/Informative Speech	Chapter 7
Week Four		
T 2/4	Unit I Exam	Chapter 9 & 10
Th 2/6	Chapter 7: Researching the Speech Informative Speech Proposal Due	
Week Five		
T 2/11	Chapter 9: Organizing the Speech (The Body) Chapter 10: Introductions, Conclusions & Transitions Assign Supporting a Main Point	Chapter 11
Th 2/13	Chapter 11: Outlining the Speech	Chapter 13
Week Six		
T 2/18	Chapter 13: Informing Supporting a Main Point Due	Chapter 15
Th 2/20	Chapter 15: Speaking With Visual Aids	
Week Seven		
T 2/25	Informative Speeches	
Th 2/27	“	
Assign Unit II Exam Chapters (Chapters 7, 9, 10, 11, 13 and 15)		
Week Eight		
T 3/4	Informative Speeches	
Th 3/6	“	

Date	Topics/Assignments	Readings
Week Nine		
T 3/11	Unit II Exam	Chapter 12
Th 3/13	Assign Persuasive Speech Proposal	
3/17-3/21		
SPRING BREAK		
Week Ten		
T 3/25	Chapter 12: Achieving Style Through Language	Chapter 8
Th 3/27	Persuasive Speech Proposal Due Chapter 8: Reasoning	Chapter 14
Week Eleven		
T 4/1	Chapter 8 continued	
Th 4/3	Chapter 14: Persuading	
Week Twelve		
T 4/8	Persuasive Speeches	
Th 4/10	"	
Week Thirteen		
T 4/15	Persuasive Speeches	
Th 4/17	"	Chapter 16
	Assign Ceremonial Speeches	
Week Fourteen		
T 4/22	Chapter 16: Occasions for Public Speaking	
Th 4/24	Chapter 16 continued	
Week Fifteen		
T 4/29	Ceremonial Speeches	
Th 5/1	"	
T 5/6	FINAL EXAM (3:30 – 5:30pm)	

ALL REQUIRED ASSIGNMENTS MUST BE COMPLETED TO PASS THE COURSE