

# MARSHALL UNIVERSITY

Course Title/Number	<b>Fundamentals of Speech Communication CMM 103 SEC. 109 CRN: 1748</b>
Semester/Year	<b>FALL 2015</b>
Days/Time	<b>MWF 11:00-11:50</b>
Location	<b>SH 232</b>
Professor	<b>DAVID COOK</b>
Office	<b>SH 247</b>
Phone	<b>(304) 696-6788</b>
E-Mail	<b>cookd@marshall.edu</b>
Office Hours	<b>MWF 12:00-1:00 and 2:00-3:00 T/TH 11:30-12:30</b>  <b>*If possible, please e-mail in advance of your arrival.</b>
University Policies	<p>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="http://www.marshall.edu/academic-affairs">www.marshall.edu/academic-affairs</a> and clicking on "Marshall University Policies." Or, you can access the policies directly by going to: <a href="http://www.marshall.edu/academic-affairs/?page_id=802">http://www.marshall.edu/academic-affairs/?page_id=802</a></p> <p>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</p>

**Required Textbook:** David Zarefsky; *Public Speaking: Strategies for Success*, 7<sup>th</sup> ed., 2013.

**Required Workbook:** Underhill, J. C. (2015). *Communication Studies 103 Fundamentals of speech communication, student handbook* (2<sup>nd</sup> Ed.). Dubuque, IA: Kendall-Hunt Publishing.

**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.

**Relationships among Course, Program, and Degree Profile Outcomes**

<b>Course Outcomes</b>	<b>How Accomplished in this Course</b>	<b>How Evaluated in this Course</b>
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**Students will be able to recognize communication as a transactional process by:**

Determining audience orientation toward the topic	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 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 (3) 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 your instructor to tell him/her that you are using the unexcused absence. **After hitting the limit on 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 your instructor after class to change your attendance status. **Being late to class twice is equivalent to one unexcused absence.**

**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 without penalty. Excused absences must be documented to the Dean of Students. Please feel free to check in with your instructor about attendance at any point in the semester.

### **Assignment Policies:**

**You must present every assigned speech in front of an audience to pass the class. Failure to present any of the assigned speeches in front of an audience will result in failing the course, regardless of total points earned.**

Unless explicitly stated, written assignments will be submitted electronically via the drop box function on Blackboard. If you have trouble submitting via Blackboard, e-mail the assignment to the instructor before the deadline for full credit.

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 speeches will be recorded on an SD card and uploaded to Blackboard 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. If you object to your speech being submitted for confidential assessment, please notify your instructor.

### **Questions about grades:**

All questions about graded assignments or exams must be brought to the instructor within one week of the day the grade is posted. Your instructor 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 your instructor's intention to do everything s/he 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 your 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.

**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, your instructor will ask you to put it away. Thereafter, the instructor 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.

## COURSE REQUIREMENTS

### Written assignments:

Introductory self-critique	15 points
Listening Assignment	30
Informative speech proposal	50
Informative preparation outline	50
Informative self-critique	15
Persuasive speech proposal	50
Persuasive speech preparation outline	50
Persuasive self-critique	15
Ceremonial Speech Outline	<u>10</u>
<b>Total</b>	<b>285</b>

### Oral assignments:

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

Introductory speech	10 points
Informative speech	100
Persuasive speech	100
Ceremonial speech	<u>50</u>
<b>Total</b>	<b>260</b>

### Quizzes & Exam:

Quizzes (4 quizzes- 20 points each)	80 points
Final exam	<u>100</u>
<b>Total</b>	<b>180</b>

**TOTAL POINTS 725**

### Grading:

A = 100 - 90%	725 – 653
B = 89 - 80%	652 – 580
C = 79 - 70%	579 – 507
D = 69 - 60%	506 – 435
F = below 434 points	

## COURSE SCHEDULE

<b>August</b>			
M 24	Week 1	Welcome to Public Speaking	Chapter 1
W 26		Your First Speech <i>Assign Introductory Speech</i>	Chapter 2
F 28		Speech Delivery	Chapter 3
M 31	Week 2	Present Introductory Speeches	
<b>September</b>			
W 2		Present Introductory Speeches	
F 4		Listening Critically <i>Assign Listening Assignment</i>  <b><i>Introductory Speech Self-Critique due by 11:59 pm on Sunday, September 6</i></b>  <b><i>Online Reading Quiz 1- Chapters 1-4 due by 11:59 pm on Sunday, September 6</i></b>	Chapter 4
M 7	Week 3	No Class- Labor Day	
W 9		Audience Analysis	Chapter 5
F 11		Informing  <b><i>Listening Assignment due by 11:59 pm on Sunday, September 13</i></b>	Chapter 13
M 14	Week 4	Choosing a Topic <i>Assign Informative Speech Proposal</i>	Chapter 6
W 16		Researching the Speech	Chapter 7
F 18		Workshop Day <i>Preparation Outline Assigned</i>  <b><i>Informative Speech Proposal due by 11:59 pm on Friday, September 18</i></b>  <b><i>Online Reading Quiz 2- Chapters 5, 6, 7, &amp; 13 due by 11:59 pm on Sunday, September 20</i></b>	
M 21	Week 5	Organizing the Speech: The Body	Chapter 9

W 23		Intros, Conclusions, & Transitions	Chapter 10
F 25		Outlining the Speech  <b><i>Informative Preparation Outline due by 11:59 pm on Friday, September 25</i></b>	Chapter 11
M 28	Week 6	Speaking with Visual Aids	Chapter 15
W 30		Presentation Workshop	
<b>October</b>			
F 2		Present Informative Speeches  <b><i>Online Reading Quiz 3- Chapters 9, 10, 11, &amp; 15 due by 11:59 pm on Sunday, October 4</i></b>	
M 5	Week 7	Present Informative Speeches	
W 7		Present Informative Speeches	
F 9		Present Informative Speeches  <b><i>Informative Speech Self-Critique due by 11:59 pm on Sunday, October 11</i></b>	
M 12	Week 8	Persuading <i>Assign Persuasive Speech Proposal</i>	Chapter 14
W 14		Reasoning	Chapter 8
F 16		Achieving Style Through Language  <b><i>Persuasive Speech Proposal due by 11:59 pm on Sunday, October 18</i></b>	Chapter 12
M 19	Week 9	Building a Persuasive Argument	
W 21		Persuasive Speech Outlining	
F 23		Workshop Day  <b><i>Persuasive Preparation Speech Outline due by 11:59 pm on Friday, October 23</i></b>	
M 26	Week 10	Crafting Persuasive Visuals	
W 28		Persuasive Delivery Workshop	
F 30		Presentation Workshop	



<b>November</b>			
M 2	Week 11	Present Persuasive Speeches	
W 4		Present Persuasive Speeches	
F 6		Present Persuasive Speeches	
M 9	Week 12	Present Persuasive Speeches	
W 11		Present Persuasive Speeches	
F 13		Present Persuasive Speeches	
M 16	Week 13	Occasions for Public Speaking	Chapter 16
W 18		Brainstorming Ceremonial Speeches	
F 20		Ceremonial Speech Workshop  <i>Persuasive Speech Self-Critique due by 11:59 pm on Sunday, November 22</i>  <i>Online Reading Quiz 4- Chapters 8, 12, 14, &amp; 16 due by 11:59 pm on Sunday, November 22</i>	
	Week 14	No Class- Fall Break/Thanksgiving	
M 30	Week 15	Present Ceremonial Speeches	
<b>December</b>			
W 2		Present Ceremonial Speeches	
F 4		Final Exam Review  <i>Ceremonial Speech Self-Critique due by 11:59 pm on Sunday, December 6</i>	
T 8		<b>FINAL EXAM @ 10:15-12:15</b>	

**Instructor reserves the right to change the course schedule as needed.  
Edited schedules will be posted on Blackboard.**