

## Marshall University

Course Title/Number	<b>Fundamentals of Speech Communication/CMM 103-120</b>
Semester/Year	Fall 2016
Days/Time	TR 8:00-9:15 AM
Location	SH 232
Professor	Ms. Victoria Ledford
Office	SH 255
Phone	304-696-6786
E-Mail	ledford9@marshall.edu
Office Hours	T 1:30-3:30 PM R 11:00 AM-12:30 PM  If I am not in my office, you can usually find me at the end of the hall in SH 269. If these hours do not work for you, please email or talk to me and we can set up an appointment.  *If possible, please e-mail 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 <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> 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:** Coopman, S. J. & Lull, J. (2015). *Public Speaking: The Evolving Art* (3<sup>rd</sup> Edition). Stamford, CT: Cengage Learning.

**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

Course Outcomes	How Accomplished in this Course	How Evaluated in this Course
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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 **2** 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. If you are capable, please EMAIL me if you know that you will be missing class. Informing me of your excused absences can keep you on track with the course.

You do not need to contact me if you are using the **un**excused 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 me 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 me about attendance at any point in the semester.

### **Assignment Policies**

**You must present every assigned speech and presentation in front of a live 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 me 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 I have given you prior consent.** For every 24 hours that the assignment is late without the my approval, the assignment grade will drop 20%. The assignment will not be accepted later than 5 business 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 let me know.

**Questions about grades:** All questions about graded assignments or exams must be brought to me within one week of the day the grade is posted. I 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 me. It should be used to set up appointments and ask short questions. I expect that you email me professionally; your message should include a proper greeting and signature. Please include your class, section number, and first and last name in your email. I 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, 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 me 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. Using a speech that someone else wrote is also 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.

This policy includes "sharing" speeches across sections and semesters. We use Safe Assign and sample a large number of speech videos each semester to view for assessment. If it is discovered that two students have given the same exact speech, they will both be reported to the Dean of Students and further university discipline with the recommendation of suspension or expulsion from the university will be recommended.

**Cheating:** According to university policy, cheating is defined as the use of any unauthorized materials during an academic exercise that prohibits their use. 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. For this class, you are allowed to use all notes and course material when taking the reading quizzes. You are asked, however, to take the quizzes on your own and not copy anyone else's work. Cheating will not be tolerated in this class and will result in an automatic "F" for your total quiz grade in the course.

### **Student Resources**

While it is my job to educate you within this classroom, I also think it is important to provide you with some key information that you may need while here at Marshall.

**Sexual Assault Policies:** Sexual assault is a serious offense.

"Marshall University is required to comply with Title IX of the Higher Education Amendments of 1972, 20 U.S.C. § 1681 et seq. ("Title IX"), which prohibits discrimination on the basis of sex in education programs or activities. Sexual misconduct, as defined in this policy, is a form of sex discrimination prohibited by Title IX" (Quoted from: <http://www.marshall.edu/board/files/policies/MUBOG%20GA-16%20Student%20Sexual%20Misconduct%20Policy.pdf>).

You should call 911 immediately if you or someone you know has been victim of sexual assault. You can also report this offense to Campus Police by calling 696-HELP (304-696-4357), or you can directly contact the Dean of Student Affairs, Steve Hensley by calling 304-696-6422 (His office is in MSC 2W28). You may also call the CONTACT Rape Crisis Center in Huntington, WV at 304-523-0558.

### **Counseling Services**

Marshall University offers counseling services to students. Please utilize these services if you need them. The Counseling Services Center is located on the 1st Floor of Prichard Hall and can be reached at 304-696-3111.

### **Disability Services**

If you have a disability, please let me know, regardless of whether or not it is registered with Marshall University Disability Services. I will do all that I can to accommodate you in my classroom.

## Course Requirements

### Coursework and Quizzes

**Reading Quizzes** 65  
(13 chapters x 5 points each)

**In-Class Activities/Participation Points** 65

- Peer Review (mapping an informative speech)- 20
- Peer Review (mapping a persuasive speech)- 20
- In-class Activities (must be present to earn points)- 25

Rehearsal Recordings posted to Mindtap 20  
-Informative Speech (10 points)  
-Persuasive Speech (10 points)

Critical Reflections 20  
-Informative speech (10 points)  
-Persuasive speech (10 points)

*Total* 170

### Strategic Planning Assignments

Informative speech proposal 50  
Informative speech preparation outline 50

Persuasive speech proposal 50  
Persuasive speech preparation outline 75

Invitational Dialogue Outline 50

*Total* 275

### Oral Assignments

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

Informative Speech 100

Persuasive Speech 100

Invitational Dialogue 100

Ceremonial or Impromptu Speech 25

*Total* 325

**TOTAL POINTS FOR COURSE 770**

### **Grading**

A (100% - 90%)	770 - 689
B (89% - 80%)	688 - 616
C (79% - 70%)	615 - 539
D (69% - 60%)	538 - 462
F (59% - 0%)	Less than 461 points



## Course Schedule

(Instructor reserves the right to change the course schedule as needed. Edited schedules will be posted.)

Week	Date	Topic	Readings Due	Assignments Due
<b>Week 1</b>	8/23	Welcome to Fundamentals of Speech Communication!		
	8/25	What is Communication? The Evolving Art of Public Speaking	Chapter 1	
<b>Week 2</b>	8/30	Building Your Confidence	Chapter 2	
	9/1	Cengage MindTap Orientation Ethical Speaking & Listening	Chapter 3	
<b>Week 3</b>	9/5	Developing Your Purpose and Topic	Chapter 4	Chapter 4 Quiz Due by 7 AM
	9/7	Adapting to Your Audience	Chapter 5	Chapter 5 Quiz Due by 7 AM
<b>Week 4</b>	9/13	Informative Speaking Generating a Thesis Statement  <i>Introduce Informative Speech Assignment</i> <i>Assign Informative Speech Proposal</i>	Chapter 13	Chapter 13 Quiz Due by 7 AM
	9/15	Researching Your Topic	Chapter 6	Chapter 6 Quiz Due by 7 AM
<b>Week 5</b>	9/20	Supporting Your Ideas Creating Oral Citations	Chapter 7	Chapter 7 Quiz Due by 7 AM <b>INFORMATIVE SPEECH PROPOSAL DUE BY 11:59 PM</b>
	9/22	Beginning and Ending Your Speech <i>Assign Informative Speech Preparation Outline</i>	Chapter 9	Chapter 9 Quiz Due by 7 AM
<b>Week 6</b>	9/27	Organizing and Outlining Your Speech	Chapter 8	Chapter 8 Quiz Due by 7 AM <b>INFORMATIVE SPEECH PREPARATION OUTLINE DUE BY 11:59 PM</b>

	9/29	Delivering Your Speech Integrating Presentation Media	Chapter 11 Chapter 12	Chapters 11 & 12 Quizzes Due by 7 AM <b>INFORMATIVE SPEECH PRACTICE RECORDING DUE BY 11:59 PM SUNDAY</b>
<b>BEFORE WEEK 7 SESSIONS: PRACTICE YOUR SPEECH</b>				
<b>Week 7</b>	10/4	<b>INFORMATIVE SPEECH PRESENTATIONS</b>		
	10/6	<b>INFORMATIVE SPEECH PRESENTATIONS</b>		
<b>Week 8</b>	10/11	<b>INFORMATIVE SPEECH PRESENTATIONS</b>		
	10/13	Persuasive Speaking	Chapter 14	Chapter 14 Quiz Due by 7 AM
<b>Week 9</b>	10/18	Understanding Arguments	Chapter 15	Chapter 15 Quiz Due by 7 AM <b>INFORMATIVE SPEECH CRITICAL REFLECTION DUE BY 11:59 PM</b>
	10/20	Crafting Arguments and Appeals		<b>PERSUASIVE SPEECH PROPOSAL DUE BY 11:59 PM</b>
<b>Week 10</b>	10/25	Using Language Effectively	Chapter 10	Chapter 10 Quiz Due by 7AM
	10/27	Crafting Your Argument		<b>PERSUASIVE SPEECH PREPARATION OUTLINE DUE BY 11:59 PM</b>
<b>Week 11</b>	11/1	Persuasive Speech Delivery Workshop		<b>PERSUASIVE SPEECH PRACTICE RECORDING DUE BY 11:59 PM</b>
	11/3	<b>PERSUASIVE SPEECH PRESENTATIONS</b>		
<b>Week 12</b>	11/8	<b>PERSUASIVE SPEECH PRESENTATIONS</b>		
	11/10	<b>PERSUASIVE SPEECH PRESENTATIONS</b>		
<b>Week 13</b>	11/15	Special Occasion Speaking Invitational Dialogue Assignment Introduced	Chapter 16	Chapter 16 Quiz Due by 7 AM <b>PERSUASIVE SPEECH CRITICAL REFLECTION DUE BY 11:59 PM</b>
	11/17	Dialogue as Public Speaking		<b>INVITATIONAL DIALOGUE OUTLINE DUE BY 11:59 PM</b>
	11/21	Thanksgiving Break		

	- 11/25			
<b>Week 14</b>	11/29	<b>INVITATIONAL DIALOGUE PRESENTATIONS</b>		
	12/1	<b>INVITATIONAL DIALOGUE PRESENTATIONS</b>		
<b>Week 15</b>	12/6	Ceremonial Speaking		
	12/8	Ceremonial Speaking Workshop		
<b>Final Exam Session</b>	12/15 8:00- 10:00 AM	<b>CEREMONIAL SPEECHES</b>		