

MARSHALL UNIVERSITY

Course Title/Number	Fundamentals of Speech Communication CMM 103 SEC. 208 CRN: 2727
Semester/Year	SPRING 2016
Days/Time	MWF 11:00-11:50
Location	SH 261
Professor	DAVID COOK
Office	SH 247
Phone	(304) 696-6788
E-Mail	cookd@marshall.edu
Office Hours	MWF 12:00-1:00 and 2:00-3:00 T/TH 11:00 – 12:30 <ul style="list-style-type: none"> • other times by appointment *If possible, please e-mail in advance of your arrival.
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: 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</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: Public Speaking: Strategies for Success, David Zarefsky, Pearson, 7th Ed., 2013.

Required Workbook: Communication Studies 103: Fundamentals of Speech Communication, (Student Handbook), J. C. Underhill, Kendall Hunt Publishing, 2nd Ed., 2015.

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 four (4) 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 reaching the limit on unexcused absences, five (5) points will be deducted 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:

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.

- **Talking and/or texting during class are discourteous to both the instructor and to other students and falls within the area of disruptive behavior outlined above.**
- **LAP TOP COMPUTERS ARE PERMITTED FOR NOTE-TAKING ONLY WITH PERMISSION OF THE INSTRUCTOR.**

Let's make our classroom an oasis of civility. 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.

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 Speech self-critique	10 points
Informative Speech proposal	10
Informative Speech preparation outline	50
Informative Speech self-critique	15
Persuasive Speech proposal	10
Persuasive Speech preparation outline	50
Persuasive Speech self-critique	<u>15</u>
Total	160

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

Introductory Speech	20 points
Informative Speech	100
Persuasive Speech	100
Ceremonial Speech	<u>20</u>
Total	240

Quizzes & Exam:

Quizzes (5 quizzes- 20 points each)	<u>100</u> points
Total	100

TOTAL POINTS 500

Grading:

A = 100 - 90%	500 – 450
B = 89 - 80%	449 – 400
C = 79 - 70%	399 – 350
D = 69 - 60%	349 – 300
F = below 300 points	

COURSE SCHEDULE

Date		Topics/Assignments	Readings
January			
M 11	Week 1	Welcome to Public Speaking	
W 13		The Rhetorical Situation	Chapter 1
F 15		Your First Speech <ul style="list-style-type: none"> • Assign Introductory Speech 	Chapter 2
M 18	Week 2	No Class - Martin Luther King, Jr. Holiday	
W 20		Speech Delivery	Chapter 3
F 22		Present Introductory Speeches <ul style="list-style-type: none"> • Online Reading Quiz 1 - Chapters 1-4 due by 11:59 pm on Sunday, January 24 	
M 25	Week 3	Present Introductory Speeches	
W 27		Listening Critically	Chapter 4
F 29		Audience Analysis <ul style="list-style-type: none"> • Introductory Speech Self-Critique due by 11:59 pm on Sunday, January 31 	Chapter 5
February			
M 1	Week 4	Informing <ul style="list-style-type: none"> • Assign Informative Speech Proposal 	Chapter 13
W 3		Narrowing Your Topic/ Creating a Thesis	Chapter 6
F 5		Researching the Speech <ul style="list-style-type: none"> • Online Reading Quiz 2 - Chapters 5, 6, 7, & 13 due by 11:59 pm on Sunday, February 7 	
M 8	Week 5	Workshop Day <ul style="list-style-type: none"> • Informative Speech Preparation Outline Assigned • Informative Speech Proposal due by 11:59 pm on Monday, February 8 	

W 10		Organizing the Speech: The Body	Chapter 9
F 12		Introductions, Conclusions & Transitions	Chapter 10
M 15	Week 6	Outlining the Speech: Part 1	Chapter 11
W 17		Outlining the Speech: Part 2 <ul style="list-style-type: none"> Informative Speech Preparation Outline due by 11:59 pm on Wednesday, February 17 	
F 19		Speaking with Visual Aids <ul style="list-style-type: none"> Online Reading Quiz 3 - Chapters 9, 10, 11, & 15 due by 11:59 pm on Sunday, February 21 	Chapter 15
M 22	Week 7	Present Informative Speeches	
W 24		Present Informative Speeches	
F 26		Present Informative Speeches	
M 29	Week 8	Present Informative Speeches	
March			
W 2		Persuading <ul style="list-style-type: none"> Assign Persuasive Speech Proposal 	Chapter 14
F 4		Achieving Style Through Language <ul style="list-style-type: none"> Assign Persuasive Speech Preparation Outline Informative Speech Self-Critique due by 11:59 pm on Sunday, March 6 	Chapter 12
M 7	Week 9	Reasoning	Chapter 8
W 9		Building Your Persuasive Argument	
F 11		Persuasive Speech Workshop <ul style="list-style-type: none"> Persuasive Speech Proposal due by 11:59 pm on Friday, March 11 	
M 14	Week 10	Persuasive Speech Outlining	
W 16		Persuasive Speech Outlining	
F 18		Persuasive Speech Outline Workshop Day <ul style="list-style-type: none"> Persuasive Preparation Speech Outline due by 11:59 pm on Friday, March 18 Last Day to Drop with a "W"	

M 21 W 23 F 25		NO CLASSES - SPRING BREAK	
M 28	Week 11	Persuasive Speech Outlines Returned Workshop to Make Corrections and Edits	
W 30		Crafting Persuasive Visuals for Your Speech	
April			
F 1		Persuasive Presentation Workshop <ul style="list-style-type: none"> Online Reading Quiz 4 - Chapters 8 & 14 due by 11:59 pm on Sunday, April 3 	
M 4	Week 12	Present Persuasive Speeches	
W 6		Present Persuasive Speeches	
F 8		Present Persuasive Speeches	
M 11	Week 13	Present Persuasive Speeches	
W 13		Present Persuasive Speeches	
F 15		Present Persuasive Speeches	
M 18	Week 14	Occasions for Public Speaking	Chapter 16
W 20		Ceremonial or Impromptu Speaking	
F 22		Ceremonial or Impromptu Speaking <ul style="list-style-type: none"> Persuasive Speech Self-Critique due by 11:59 pm on Sunday, April 24 	
M 25	Week 15	Ceremonial Speaking Workshop	
W 27		Speech Delivery Workshop	
F 29		Present Ceremonial Speeches <ul style="list-style-type: none"> Online Reading Quiz 5 - Chapters 12 & 16 due by 11:59 pm on Sunday, May 1 	
May			
T 3		FINAL EXAM 10:15-12:15	

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