

Marshall University

Course Title/ Number/Section	Fundamentals of Speech Communication/CMM 103-210 and CMM 103-213
Semester/Year	Spring 2017
Days/Time	CMM 103/210 Monday – Wednesday – Friday 11:00 – 11:50 am CMM 103/213 Monday – Wednesday – Friday 12:00 – 12:50 pm
Location	Smith Hall 232
Professor	Ms. Cynthia Fuller
Office	Smith Hall 225 (Enter office suite at Smith 257)
Phone	(304) 696 – 6786
E-Mail	fullerc@marshall.edu
Office Hours	Monday 1:00 – 2:00 pm Thursday 2:30 – 3:30 pm
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.” Or, you can access the policies directly by going to http://www.marshall.edu/acad.emic-affairs/?page_id=802 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 Materials: Coopman, S. J. & Lull, J. (2015). *Public Speaking: The Evolving Art* (3rd Edition). Stamford, CT: Cengage Learning with Mindtap Access.

All students have access to Mindtap for 21 days from the start of the semester. You should make sure you are going to stay enrolled in CMM 103 this semester before purchasing your Mindtap access. When you are ready to purchase Mindtap for this class, PLEASE MAKE SURE THAT YOU PURCHASE THE CUSTOM COOPMAN MINDTAP FROM THE BOOKSTORE OR DIRECTLY FROM CENGAGE (YOUR INSTRUCTOR WILL DISCUSS THAT OPTION). DO NOT PURCHASE FROM AMAZON OR CHEGG.

In the bookstore, you have two options for purchasing Mindtap that can come with or without a loose-leaf copy of the textbook. In the bookstore, you can purchase an access code to Mindtap for **\$88.50** that includes an electronic copy of the textbook. You can also download an app on your Smart phone that will allow you to access the e-text. The e-text comes with a reader and features like highlighting and note taking. If you prefer to have a loose-leaf copy of the textbook with your Mindtap, that package costs **\$110.75** in the bookstore.

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.

Peer Contacts: These are classmates you can contact for clarification on assignments, general class help, and for work on days of University Class Cancellations.

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| 1) Name: | e-mail: |
| 2) Name: | e-mail: |
| 3) Name: | e-mail: |

University Resources

Writing Center: marshall.mywconline.com

Tutoring Services: phone: (304) 696-6622 e-mail: tutoring@marshall.edu

Ask a Librarian: e-mail: library@marshall.edu text: (304) 696-2334

Student Resource Center: second floor of Memorial Student Center office 2W16

Student Counseling Services: (304) 696-3111

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

Classroom Policies

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 will 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.

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.

Attendance

Attendance will be taken at each session. You are allowed **three** (3) personal days during the semester (on days that do not include oral presentations). 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 in 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, you must have an excused absence to reschedule without penalty. **If you miss your presentation day and do not have an excused absence, you will automatically be penalized one letter grade off your total score. You are expected to be ready to present upon return, and will be further penalized another letter grade for each session missed after your scheduled presentation date.** 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 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. You will not be permitted to present the informative or persuasive speeches without submitting respective proposals and outlines.

Unless explicitly stated, written assignments must 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. **Proofread your work!** Typos and grammatical errors will result in a 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. **Quizzes will not be accepted after their due date.**

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: 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 she 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.

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. **Cheating will not be tolerated in this class and will result in an automatic "F" for your grade in the course.**

Course Points

Reading Quizzes • 13 chapters @ 5 points each	65
In-Class Activity Points - student must be present to receive points • 8 activities @ 5 points each	40
Informative Speech Assignments • Informative Speech Proposal – 50 points • Informative Speech Outline – 50 points • Informative Speech Presentation – 100 points • Informative Speech Peer Review – 20 points • Informative Speech Self Reflection – 15 points	235
Persuasive Speech Assignments • Persuasive Speech Proposal – 50 points • Persuasive Speech Outline – 75 points • Persuasive Speech Presentation – 150 points • Persuasive Speech Peer Review – 20 points • Persuasive Speech Self Reflection – 15 points	310
Ceremonial Speech – serves as final exam for this course • Ceremonial Speech Presentation – 50 points	50
<i>Grand Total</i>	700 total points

Grading

A (100% - 90%)	700 – 630 points
B (89% - 80%)	629 – 560 points
C (79% - 70%)	559 – 490 points
D (69% - 60%)	489 – 420 points
F (59% - 0%)	Less than 420 points

Course Schedule

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

Week	Date	Topic – please bring a laptop to class periods indicated as “Workshop” days	Reading Corresponding to Class – reading should be completed <i>before</i> class meeting	Assignment(s) Due – all assignments are due by 11:59 pm on the corresponding date unless otherwise indicated
Week 1	01/09	Welcome to Fundamentals of Speech Communication!		
	01/11	The Evolving Art of Public Speaking	Chapter 1	
	01/13	Building Your Confidence - Part I	Chapter 2	
Week 2	01/16	MARTIN LUTHER KING, JR. HOLIDAY UNIVERSITY CLOSED NO CLASS		
	01/18	Building Your Confidence - Part II Ethical Speaking - Part I	pp. 48 - 51	
	01/20	Ethical Speaking – Part II	Chapter 3	
Week 3	01/23	Developing Your Purpose and Topic Information Literacy – Part I	Chapter 4	
	01/25	Informative Speaking	Chapter 13	
	01/27	Adapting to Your Audience	Chapter 5	Chapter 4 Quiz Chapter 13 Quiz Chapter 5 Quiz
Week 4	01/30	Workshop: Research Your Audience		
	02/01	Information Literacy – Part II Researching Your Topic	Chapter 6	
	02/03	Workshop: Generating a Thesis Statement		Chapter 6 Quiz

Week	Date	Topic	Reading Corresponding to Class	Assignment(s) Due
Week 5	02/06	Supporting Your Thesis with Main Points	Chapter 7	
	02/08	Information Literacy – Part III Creating Oral Citations	pp. 51 - 52	
	02/10	Workshop: Informative Speech Proposal		Chapter 7 Quiz Informative Speech Proposal
Week 6	02/13	Organizing and Outlining Your Speech	Chapter 8	
	02/15	Beginning and Ending Your Speech	Chapter 9	
	02/17	Workshop: Informative Speech Outline		Chapter 8 Quiz Chapter 9 Quiz Informative Speech Outline
Week 7	02/20	Integrating Presentation Media	Chapter 11	
	02/22	Delivering Your Speech	Chapter 12	
	02/24	Delivery Workshop (you will not need to bring a laptop to class for this workshop day)		Chapter 11 Quiz Chapter 12 Quiz
Week 8	02/27	INFORMATIVE SPEECH PRESENTATIONS DAY 1		
	03/01	INFORMATIVE SPEECH PRESENTATIONS DAY 2		
	03/03	INFORMATIVE SPEECH PRESENTATIONS DAY 3		
Week 9	03/06	INFORMATIVE SPEECH PRESENTATIONS DAY 4		
	03/08	Persuasion		Informative Speech Peer Review
	03/10	Persuasive Speaking	Chapter 14	Chapter 14 Quiz Informative Speech Self Reflection

Week	Date	Topic	Reading Corresponding to Class	Assignment(s) Due
Week 10	03/13	Understanding Arguments	Chapter 15	
	03/15	Crafting Your Arguments		
	03/17	Workshop: Persuasive Speech Proposal		Chapter 15 Quiz Persuasive Speech Proposal
03/20 – 03/25 SPRING BREAK BE SAFE – BE SMART – HAVE FUN				
Week 11	03/27	Using Language Effectively	Chapter 10	
	03/29	Crafting Persuasive Appeals	pp. 320 - 327	
	03/31	Logical Fallacies	pp. 333 - 338	Chapter 10 Quiz
Week 12	04/03	Connecting Your Arguments and Appeals		
	04/05	Workshop: Persuasive Speech Outline		Persuasive Speech Outline
	04/07	Critically Analyzing Persuasive Speeches		
Week 13	04/10	Delivering Persuasive Arguments		
	04/12	Delivery Workshop (you will not need to bring a laptop to class for this workshop day)		
	04/14	PERSUASIVE SPEECH PRESENTATIONS DAY 1		
Week 14	04/17	PERSUASIVE SPEECH PRESENTATIONS DAY 2		
	04/19	PERSUASIVE SPEECH PRESENTATIONS DAY 3		
	04/21	PERSUASIVE SPEECH PRESENTATIONS DAY 4		

Week	Date	Topic	Reading Corresponding to Class	Assignment(s) Due
Week 15	04/24	PERSUASIVE SPEECH PRESENTATIONS DAY 5		
	04/26	Special Occasion Speaking	Chapter 16	Persuasive Speech Peer Review
	04/28	Ceremonial Speaking		Chapter 16 Quiz Persuasive Speech Self Reflection
Final Exam Session	05/01 – 05/05	CEREMONIAL SPEECH PRESENTATIONS Section 210 Final Exam Session: Tuesday, May 02 from 10:15 am – 12:15 pm Section 213 Final Exam Session: Friday, May 05 from 10:15 am – 12:15 pm		