

Marshall University

Course Title/Number	Fundamentals of Speech Communication/CMM 103-237
Semester/Year	Spring 2017
Days/Time	Online
Location	Students will use MU Online to complete the course
Professor	Dr. Jill C. Underhill
Office	Smith Hall 250
Phone	304-696-3013
E-Mail	underhillj@marshall.edu
Office Hours	Please e-mail me for an appointment.
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/academic-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 Textbook: Coopman, S. J. & Lull, J. (2015). *Public Speaking: The Evolving Art* (3rd Edition). Stamford, CT: Cengage Learning.

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 VIA THE LINK IN OUR BLACKBOARD COURSE SITE. DO NOT PURCHASE A CODE 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.

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

Assignment Policies

You must present every assigned speech 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.

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.

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

Coursework, Quizzes, & Exams

Quizzes (1 for each of the 16 chapters x 5 points each).	80
Chapter Activities (Embedded in Blackboard course path- each activity is 5 points. Activities are due by the end of that unit's week).	50
Discussions (Eight over the course of the semester. First post is worth 5 points; response post is worth 1 point).	48
Exams (Midterm – 50 points; Final Exam – 50 points).	100
<i>Sub-Total</i>	<i>278</i>

Strategic Planning Assignments

Informative speech proposal	50
Informative speech preparation outline	50
Persuasive speech proposal	50
Persuasive speech preparation outline	75
<i>Total Points</i>	<i>225</i>

Oral Assignments

(Speeches must be presented to pass the course)

Informative Speech	100
Persuasive Speech	150
<i>Total Points</i>	<i>250</i>

TOTAL POINTS FOR COURSE 753

Grading

A (100% - 90%)	753-678
B (89% - 80%)	677-603
C (79% - 70%)	602-528
D (69% - 60%)	527-452
F (59% - 0%)	Less than 451 points

Course Schedule

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

Week	Date	Topic / Assignment	Reading
Week 1	1/9 – 1/15	<p>Welcome to Fundamentals of Speech Communication!</p> <p><u>Assignments</u></p> <ul style="list-style-type: none"> • Discussion Post 1 due by 11:59 pm on 1/13 • Discussion Post 2 due by 11:59 pm on 1/15 • Reading Quiz Chapter 1 due by 11:59 pm on 1/15 	Chapter 1
Week 2	1/16 – 1/22	<p>Building Your Confidence</p> <p><u>Assignments</u></p> <ul style="list-style-type: none"> • Discussion Post 1 due by 11:59 pm on 1/20 • Discussion Post 2 due by 11:59 pm on 1/22 • Chapter 2 activity due by 11:59 pm on 1/22 • Reading Quiz Chapter 2 due by 11:59 pm on 1/22 	Chapter 2
Week 3	1/23 – 1/29	<p>Ethical Speaking and Listening</p> <p><u>Assignments</u></p> <ul style="list-style-type: none"> • Discussion Post 1 due by 11:59 pm on 1/27 • Discussion Post 2 due by 11:59 pm on 1/29 • Chapter 3 activity due by 11:59 pm on 1/29 • Reading Quiz Chapter 3 due by 11:59 pm on 1/29 	Chapter 3
Week 4	1/30 – 2/5	<p>Developing Your Purpose and Topic Adapting to Your Audience</p> <p><u>Assignments</u></p> <ul style="list-style-type: none"> • Discussion Post 1 due by 11:59 pm on 2/3 • Discussion Post 2 due by 11:59 pm on 2/5 • Chapter 4 activity due by 11:59 pm on 2/5 • Chapter 5 activity due by 11:59 pm on 2/5 • Reading Quiz Chapter 4 due by 11:59 pm on 2/5 • Reading Quiz Chapter 5 due by 11:59 pm on 2/5 	Chapter 4 Chapter 5
Week 5	2/6 – 2/12	<p>Researching Your Audience</p> <p><u>Assignments</u></p> <ul style="list-style-type: none"> • Discussion Post 1 due by 11:59 pm on 2/10 • Discussion Post 2 due by 11:59 pm on 2/12 • Chapter 6 activity due by 11:59 pm on 2/12 • Reading Quiz Chapter 6 due by 11:59 pm on 2/12 	Chapter 6
Week 6	2/13 – 2/19	<p>Supporting Your Ideas</p> <p><u>Assignments</u></p> <ul style="list-style-type: none"> • Discussion Post 1 due by 11:59 pm on 2/17 • Discussion Post 2 due by 11:59 pm on 2/19 	Chapter 7

		<ul style="list-style-type: none"> • Chapter 7 activity due by 11:59 pm on 2/19 • Reading Quiz Chapter 7 due by 11:59 pm on 2/19 	
Week 7	2/20 – 2/26	<p>Informative Speaking <u>Assignments</u></p> <ul style="list-style-type: none"> • Reading Quiz Chapter 13 due by 11:59 pm on 2/26 • Chapter 13 activity due by 11:59 pm on 2/26 • INFORMATIVE SPEECH PROPOSAL DUE BY 11:59 PM ON SUNDAY, FEBRUARY 26. 	Chapter 13
Week 8	2/27 – 3/5	<p>Organizing and Outlining Your Speech Beginning and Ending Your Speech</p> <p><u>Assignments</u></p> <ul style="list-style-type: none"> • Reading Quiz Chapter 8 due by 11:59 pm on 3/5 • Reading Quiz Chapter 9 due by 11:59 pm on 3/5 • INFORMATIVE SPEECH OUTLINE DUE BY 11:59 PM ON SUNDAY, MARCH 5 	Chapter 8 Chapter 9
Week 9	3/6 – 3/12	<p>Integrating Presentation Media Delivering Your Speech</p> <p><u>Assignments</u></p> <ul style="list-style-type: none"> • Discussion Post 1 due by 11:59 pm on 3/10 • Discussion Post 2 due by 11:59 pm on 3/12 • Chapter 11 activity due by 11:59 pm on 3/12 • Chapter 12 activity due by 11:59 pm on 3/12 • Reading Quiz Chapter 11 due by 11:59 pm on 3/12 • Reading Quiz Chapter 12 due by 11:59 pm on 3/12 	Chapter 11 Chapter 12
Week 10	3/13 – 3/19	MIDTERM EXAM DUE BY 11:59 PM ON FRIDAY, MARCH 17	
Week 11	3/20 – 3/26	SPRING BREAK	
Week 12	3/27 – 4/2	<p>INFORMATIVE SPEECH PRESENTATION WEEK</p> <p>RECORDING DUE BY 11:59 PM ON WEDNESDAY, MARCH 29.</p> <p>PEER REVIEWS DUE BY 11:59 PM ON SUNDAY, APRIL 2.</p>	
Week 13	4/3 – 4/9	<p>Persuasive Speaking</p> <p><u>Assignments</u></p> <ul style="list-style-type: none"> • Reading Quiz Chapter 14 due by 11:59 pm on 4/9 • PERSUASIVE SPEECH PROPOSAL DUE BY 11:59 PM ON SUNDAY, APRIL 9 	Chapter 14
	4/10 – 4/16	<p>Understanding Arguments</p> <p><u>Assignments</u></p> <ul style="list-style-type: none"> • Reading Quiz Chapter 15 due by 11:59 pm on 4/16 	Chapter 15

		<ul style="list-style-type: none"> • PERSUASIVE SPEECH OUTLINE DUE BY 11:59 PM ON SUNDAY, APRIL 16 	
Week 14	4/17 – 4/23	<p>Using Language Effectively</p> <p><u>Assignments</u></p> <ul style="list-style-type: none"> • Discussion Post 1 due by 11:59 pm on 4/21 • Discussion Post 2 due by 11:59 pm on 4/23 • Chapter 10 activity due by 11:59 pm on 4/23 • Reading Quiz Chapter 10 due by 11:59 pm on 4/23 	Chapter 10
Week 15	4/24 – 4/30	<p>PERSUASIVE SPEECH PRESENTATION WEEK</p> <p>RECORDING DUE BY 11:59 PM ON WEDNESDAY, APRIL 26</p> <p>PEER REVIEWS DUE BY 11:59 PM ON SUNDAY, APRIL 30</p>	
Finals Week	5/1 – 5/5	FINAL EXAM DUE BY 11:59 PM ON MAY 3	