

CMST 2060 PUBLIC SPEAKING<sup>1</sup> - Section 59  
Spring 2018

Instructor: Hal Lambert

Office: Coates 326

Email: jlamb37@lsu.edu

Office Hours: Tuesday 10:30 am to 1:00 pm / Thursday 10:30 am to 12:00 pm

**Text:** Lucas, Stephen E. (2015) *The Art of Public Speaking* (12<sup>th</sup> ed). McGraw Hill.

### COURSE DESCRIPTION/GOALS

CMST 2060 is a *General Education Humanities Course* designed to familiarize students with the study of public speaking. The act of public speaking is the culmination (and often the beginning) of a long process of critical dialogue between oneself, language, and the imagined responses of the audience. In other words, it takes being confident in who you are, what you want to say, how you are going to say it, who you want to say it to, and why you should say anything at all. Throughout the semester, students will be introduced to the fundamental concepts of public speaking.

*As a General Education Humanities Course, CMST 2060 will enable students to demonstrate an understanding of historical, cultural, and philosophical complexity that supports sophisticated discourse.*

As a result of this course, students should:

- Understand the principles of rhetoric and effectively utilize them in crafting well researched, reasoned, and appealing speeches.
- Choose topics for public speaking that are timely, relevant, and adaptable given varying situations in which the message may be delivered, and for different audiences.
- Effectively and critically evaluate message/speech content and delivery, both when examining one's own work as well as that of others.
- Understand and utilize the verbal and nonverbal elements essential for exemplary speech delivery.
- Analyze and discuss speeches of historical, political and social significance.
- Examine one's own biases as listeners, classroom community members, and consumers of information.

To achieve these goals, we will apply assignments and activities that provide you the opportunity to:

---

<sup>1</sup> Many thanks and much credit for ideas and language in this syllabus go to Dr. Ashley Jones-Bodie, Dr. Danielle McGeough, and Dr. Annemarie Galeucia.

- Practice various speech composition and delivery techniques in many informal “activity” speeches.
- Research, draft, get feedback on, edit, and deliver four original formal speeches.
- Discuss readings of critical material.
- Collaborate with peers to complete a comprehensive final exam.
- Practice critical and empathetic listening skills
- Practice giving and incorporating useful feedback to and from peers.

Please know that this course is not about influencing your personal politics, but the course will periodically ask you to engage with political material and in political discussion. You will never be graded on the content of your opinions (the *composition* of your opinions, however, is always fair game).

## COURSE POLICIES

Attendance & Participation: This is a highly interactive, activity-based course and attendance at each class meeting is expected. This class is very much about practicing the skill of public speaking live and in person. If you anticipate missing a lot of class, this is not the right section of this course for you. Blatant disrespect or inattention during peer speeches will result in significant deductions from your own speech grades.

Technology Policy: You will lose participation points for using technology in class when not invited to do so.

- Laptop computers and similar devices are not permitted in class unless explicitly invited as a tool for collaborative documents; they should be put out of sight unless explicitly directed to use them. You should have paper and a writing utensil on all days for notes or activities.
- Phones are NOT permitted for use during class. Use in class will result in losing up to the full 5 points for each class day. I won't make a deal of it in class, but I will document the usage and dock the points.
- In emergencies requiring cell phone access during the class session, you should notify your professor before class begins and attempt to sit near the entrance to the classroom.

Plagiarism: You are to assume that all assignments in this course are individual assignments unless explicit instructions are provided for a group project. Any student found to have turned in material not their own (either downloaded from the internet or written by another student) in part or in whole will immediately be reported to the Dean of Students. The Internet has made plagiarism very easy and very tempting (although it has also made it rather easy to test for plagiarized work). Hundreds of sites offer papers, research, writing, and editing. The ease with which such material is available over the Internet does not lessen the seriousness of claiming material from the Internet as your own. See the LSU policies on plagiarism here: <http://www.lib.lsu.edu/instruction/plagiarism2.html>. Your speech is considered as plagiarized in part or entirely if you do any of the following:

- Submit a paper or speech that was written by someone other than you.

- Submit a paper or speech in which you use the ideas, metaphors or reasoning style of another, but do not cite that source and/or place that source in your list of references. Simply rewording a sentence does not make work your own.
- Submit a paper or speech in which you “cut and paste” or use the exact words of a source and you do not put the words within quotation marks, use footnotes or in-text citations, and place the source in your list of references.

Disabilities: The Americans with Disabilities Act and the Rehabilitations Act of 1973 states: “If you have a disability that may have some impact on your work in this class and for which you may require accommodations, please see a coordinator in the Office of Disability Affairs (112 Johnston Hall) so that such accommodations can be arranged.” After you receive the accommodation letters, please meet with me to discuss the provisions of those accommodations.

Extra Credit: No extra credit assignment will be allowed.

Grades: Final grades will be determined based on points earned in the following assignments. All work must be done during the semester. I reserve the right to make minor adjustments in the total points offered in the service of flexibility and responsiveness to each class’s interests. Rubrics will be offered and are to be engaged as a useful communication tool. Think of them as a spoiler alert for your grade you should be able to assess your own grade fairly and in fact will be expected to do so.

“A” means you have excelled in your performance or written work, expending special time and energy to make something you well know is impressive. “A” work makes me—and your peer audience—say “Wow!”

“B” means you have completed all assignments **and** have gone the extra step beyond. A “B” indicates that you have thoroughly prepared, followed the assignment requirements, and made the audience/reader interested in your work.

“C” means you have successfully accomplished the assignments and are able to construct and deliver a solid performance or written assignment, but have not put in the kind of extra time and energy that distinguishes your work from the average effort.

“D” and “F” indicate you have not met the basic criteria of assignments and/or you have turned in or presented deficient work.

**Course Assignments:**

4 MAJOR SPEECES (50% of overall course grade):

Introductory Speech .....	5% - 50 points
Informative Speech .....	15% - 150 points
Persuasive Speech .....	20% - 200 points
Commemorative Speech .....	10% - 100 points

- A portion of each of the four major speech assignments will be based upon written components (Speech Outlines, Speech Self-Evaluations, etc.) in addition to an in-class presentation component.

Research Participation Requirement ..3% - 30 points  
 Activity Speeches ..... 12% - 120 points  
 Reading Assessments ..... 15% - 150 points

EXAMS (20% of overall course grade):

Midterm Exam..... 10% - 100 points  
 Final Exam ..... 10% - 100 points

Your final grade assignment will be based on your total score at the end of the semester.

Final grades will be assigned as follows:

A+ ... 970-1000 points A ... 930-969 points A - ... 900-929 points
B + ... 870-899 points B ... 830-869 points B - ... 800-829 points
C + ... 770-799 points C ... 730-769 points C - ... 700-729 points
D + ... 670-699 points D ... 630-669 points D - ... 600-629 points
F ... 0-599 points

Missed Speeches and Late-Work:

The course moves quickly and we all rely on each other to show up on speaking days to make sure everyone’s speeches fit into the tight schedule. If a student is absent the day she/he is scheduled to speak and has not made prior arrangements with the instructor, the presentation will suffer at 10% deduction. If a speaker knows well in advance that they cannot attend class the day of an assigned speech presentation, they can find a replacement without penalty. If you are too sick to make it to a speech day, please stay home and take care of yourself, but plan on going to the health center to get an excuse if you want to do the speech on a different day without a significant penalty. If you arrive late to class on the day of your speech, your assignment will be reduced by 5 %, even if you are “on time” for your own presentation. Showing respect for your classmates by arriving on time to class on the day of presentations is of great importance.

The handful of short homework assignments and self-evaluations and are to be turned in at the time class starts on the day that they are due. Assignments will not receive credit if turned in after the end of class on the day that they are due. If you email asking to turn in late work due to a university excused absence, submit documentation of your excuse along with your inquiry about an extension.

As with a job, you would certainly make every effort to contact your co-workers or boss if extenuating circumstances prevented you from meeting an important deadline. The same should be true for this class. Non-university approved extenuating circumstances will be considered on a case-by-case basis and ONLY with some form of tangible proof.

## ASSIGNMENT DESCRIPTIONS

Major Speeches: Detailed assignments for each major speech will be posted in full on Moodle along with grade sheets (rubrics) and instructions for self-evaluation. You will be allowed to use one or two note cards for the first three speech assignments. Using extensive notes and reading heavily from your card will result in the **maximum** grade of an 80 B-.

Introductory Speech: a 3-4 minute narrative-based extemporaneous speech addressing your own experience of race, class, and/or gender.

Informative Speech: a 5-6 minute informative extemporaneous speech on a predetermined yet broad theme such as “ground-breaking technology” or “Baton Rouge political history.” The specific topic is TBA.

Persuasive Speech: a 6-7 minute persuasive extemporaneous speech on a meaningful topic of your choice, selected from a list we will create as a class.

Commemorative Speech: a 2-3 minute commemorative or open topic speech you will write and deliver with a manuscript in hand. Several creative language devices will be required.

Activity Speeches: This grade will be determined based on in-class discussion participation, fulfillment of out of class work, in-class speaking exercises, homework (speech preparation outlines, etc.), peer critique, and/or collaboration protocols throughout the semester.

Reading Assessments: A short quiz worth ten points. Typically, you will apply terms from the chapter to video speeches and respond to several prompts. These will be graded in two separate chunks of 50 points each half of the semester.

Midterm and Final Exams: The midterm exam will be a speech analysis paper. The final exam is a traditional multiple choice and true-false “objective” exam.

Research Participation System: You are responsible for reading the further information found below on this syllabus and implementing it; grading for this element of the class is out of my hands.

## CLASS RESOURCES

- Moodle – Moodle will be a hub for class readings, additional articles of interest, a place to give and get feedback, general questions, links to databases
- LSU Library System – Research databases for all topics (be sure you are signed into myLSU to access all content); Research Librarian can offer tutorials on LSU’s research capabilities and offer individual help with research projects
- Studio 151 – computer lab; presentation practice room with instant video playback; high quality recording equipment; writing and composition tutoring

## RESEARCH PARTICIPATION

The material you will learn in this course is the product of research. The goal of the research learning requirement is to help you to gain knowledge about the process by which scholars attempt to understand human behavior. All students taking CMST 1061, 2010, 1150, and 2060 must complete a research learning requirement. For each course in which a student is enrolled, he or she must complete 2 research credits. You can fulfill your requirement by:

**1. Participating in research studies conducted in the Department of Communication Studies.** All studies that last between 0 and 30 minutes will count as one credit. Any study that lasts between 31 and 60 minutes will count as two credits. Each study will specify the number of credits a student can earn for completion. There will be several survey and experimental studies conducted throughout the semester. These studies are held on campus at various times and in various locations or are administered through online survey software. All available studies are approved by the Institutional Review Board at LSU.

**2. Participating in an organized departmental function such as debate or public speaking Competition.** Only departmental sanctioned events will count toward a student’s research learning requirement; thus, no credit will be given for a student attending an outside speaker or performance.

**3. Serving as a research assistant for a faculty member in the Department of Communication Studies.** The number of units and requirements for those units will be set by the researcher and either accepted or rejected by the student. The research learning requirement is worth 3% of your total grade; you will receive your 3% if you accumulate 2 research credits during the given semester.

Please note that all research learning credits must be completed and allocated by Tuesday, November 28, at 11:59 PM (the Tuesday prior to the start of the concentrated study period).

**ALL available options to earn credit are posted on an electronic bulletin board** located at <https://lsuhumanresearch.sona-systems.com/Default.aspx?ReturnUrl=/>. When you go to this website, you will first have to request an account. Once you have secured an account, you will be able to log in and see the options available to you for your various CMST courses.

Please note that **various ways to fulfill your research learning requirement will appear on this bulletin board throughout the semester**. You are encouraged to check the system on a regular basis for current credit options that fit your interests as well as your schedule.

It is very important that when you sign-up for a credit option that you attend that option or cancel your sign up. **Failure to show up twice during one semester will result in your access to the system being restricted and you being unable to complete your research learning requirement.** Valid excuses for failing to cancel a sign up and missing a credit option are the same as those found in LSU Policy Statement 31.

Detailed instructions on how to request an account and to navigate the system are posted on the homepage of the Department of Communication Studies, <http://www.lsu.edu/cmst>. Click on RESOURCES and RESEARCH PARTICIPATION SYSTEM. Scroll down to find the document titled "RPS - Instructions for Students."

You are encouraged to **create an account during the first week of classes** so that any problems that arise can be remedied before it is too late. If you have questions about this requirement or the online system that keeps track of credits, please email [researchadmin@lsu.edu](mailto:researchadmin@lsu.edu).

## LSU COMMITMENT TO COMMUNITY

The LSU Commitment to Community provides a guiding ethos to the University community. Students are encouraged to exemplify the Commitment to Community in their daily lives.

Louisiana State University is an interactive community in which Students, faculty, and staff together strive to pursue truth, advance learning, and uphold the highest standards of performance in an academic and social environment.

It is a community that fosters individual development and the creation of bonds that transcend the time spent within its gates.

To demonstrate my pride in LSU, as a member of its community, I will:

- accept responsibility for my actions;

- hold myself and others to the highest standards of academic, personal, and social integrity;
- practice justice, equality, and compassion in human relations;
- respect the dignity of all persons and accept individual differences;
- respect the environment and the rights and property of others and the University;
- contribute positively to the life of the campus and surrounding community; and
- use my LSU experience to be an active citizen in an international and interdependent world.

The continued success of LSU depends on the faithful commitment by each community member to these, our basic principles. (Adopted May 1995)

## **TITLE IX & Sexual Misconduct Policy**

Title IX of the Education Amendments of 1972 is a comprehensive federal law that prohibits discrimination based on the gender of students and employees of educational institutions that receive federal financial assistance.

In accordance with Title IX and other applicable law, Louisiana State University (“LSU”) is committed to providing a learning, working, and living environment that promotes integrity, civility, and mutual respect in an environment free of discrimination on the basis of sex and sexual misconduct which includes sex discrimination, sexual harassment, dating violence, domestic violence, sexual assault, stalking and retaliation. LSU prohibits sex discrimination and sexual misconduct. This policy applies to all persons without regard to sexual orientation, gender identity and/or gender expression.

Sex discrimination and sexual misconduct violate an individual’s fundamental rights and personal dignity. LSU considers sex discrimination and sexual misconduct in all of its forms to be serious offenses. This policy has been developed to reaffirm these principles and to provide recourse for individuals whose rights have been violated. This policy establishes a mechanism for determining when rights have been violated in employment, student life, campus support services, LSU programs and/or an academic environment.

If you have concerns, you can contact:

### University Contacts

Jennie Stewart  
 Campus Title IX Coordinator  
 jstewart@lsu.edu  
 LSU Office of Human Resource Management  
 110 Thomas Boyd Hall  
 Baton Rouge, LA 70803  
 225-578-8200

Maria Fuentes\_Martin  
 Title IX Deputy Coordinator for Students  
 mari@lsu.edu  
 LSU Dean of Students  
 333 Student Union  
 Baton Rouge, LA 70803  
 225-578-9442

### Departmental Contacts

Dr. Loretta Pecchioni, lpecch1@lsu.edu



Professor and Chair of the Department of Communication Studies

Dr. Bonny McDonald, [bmcdo21@lsu.edu](mailto:bmcdo21@lsu.edu)

Director of Basic Courses, Department of Communication Studies

Hal Lambert

CMST 2060 Section 59 Instructor of Record

## HAVE YOU DECLARED YOUR MAJOR OR MINOR?

Business leaders and other professionals recognize the importance of developing communication skills and analysis. Alan Greenspan, for example, stated, “To succeed, you will soon learn, as I did, the importance of a solid foundation in the basics of education – literacy, both verbal and numerical, and communication skills.” We hope this course contributes to your success.

To learn more about communication, you may want to major or minor in the Department of Communication Studies. The program explores how people sustain and change, experience, and make sense of the world through symbolic action. Students develop conceptual skills to analyze written, oral, and visual messages. Students gain practical experience in such areas such as public speaking, group decision-making, performance, and film. Such skills are elemental to careers in business, government, law, social services, and the arts.

*A major in Communication Studies requires 36 hours including 12 hours of core classes and 12 hours at the 3000 or 4000 level. A minor requires 15 hours with one core class and 6 hours at the 3000 level or above.*

*The Department of Communication Studies offers 6 Pathways of Study as guidance for students interested in taking CMST courses. These pathways include lists of courses that can be taken for students interested in the following areas within Communication Studies:*

- *Public Discourse*
- *Art and Culture*
- *Professional Communication*
- *Communication in Human Relationships*
- *Visual and Mediated Communication*
- *Create your Own Pathway*

More information is available at [www.lsu.edu/cmst](http://www.lsu.edu/cmst) or by contacting our undergraduate advisor Mr. Kent Filbel ([kfilli@lsu.edu](mailto:kfilli@lsu.edu)), whose hours are posted at his office, 135 Coates Hall.

