

# CMST 2060 PUBLIC SPEAKING

## Spring 2018

“We change people through conversation, not through censorship.”  
— Jay-Z, Decoded

Instructor: Joquina Reed  
Office: 144 Coates Hall  
Email: jreed2@lsu.edu  
Office Hours: 1:30-2:30 Tuesday  
1:30-3:30 Wednesday

### **Required Materials:** SD Memory card

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:

1. Understand the principles of rhetoric and effectively utilize them in crafting well researched, reasoned, and appealing speeches.
2. 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.
3. Effectively and critically evaluate message/speech content and delivery, both when examining one's own work as well as that of others.
4. Understand and utilize the verbal and nonverbal elements essential for exemplary speech delivery.
5. Analyze and discuss speeches of historical, political and social significance.
6. Examine one's own biases as listeners, classroom community members, and consumers of information.

### **COURSE POLICIES**

Student Responsibilities: Student responsibilities include punctuality, regular attendance, meeting assignment due dates, setting individual performance goals and self-evaluation. Classroom discussion will largely reference assigned text, as well as supplementary material distributed by the course instructor. Students are expected to learn through the application of classroom discussions and assigned readings. Additionally, students are also expected to develop credible research skills, as well as develop presentation skills. At all times students are required to be strong, creative, and respectful of their learning environment. Students are required to daily

access LSU Moodle and LSU student email for course and instructor updates. Students are expected to complete original work at all times. Academic integrity is a priority set forth through the university, department, and the course instructor. Academic dishonesty (Plagiarism) is not tolerated. The LSU Code of Student Conduct defines plagiarism as “the unacknowledged inclusion, in work submitted for credit, of someone else’s words, ideas, or data” (8.1-C.6). The instructor of this course and Louisiana State University expect all work submitted in this course to be entirely the work of the individual student. Students who have committed plagiarism may receive a grade of "F" on the assignment in question and/or an “F” in the course, and the matter may be investigated for possible disciplinary actions. Additional University and College policies are detailed at <http://students.lsu.edu/saa/students/plagiarism>. Your class participation grade will be determined based on in-class discussion participation, assignments/exercises, and analysis of in-class presentations throughout the semester.

Instructor Responsibilities: In accordance with the LSU Faculty handbook the course instructor must adhere to several guidelines. The course instructor must clearly provide students with learning objectives, attend course meetings, and maintain teaching competence. At all times the instructor must maintain professional behavior and show respect to colleagues and students. The course instructor must be available to students for consultation during appropriately scheduled office hours. In the event that a student cannot meet during the instructors regularly scheduled office consultation hours, it is the student’s responsibility to arrange an alternative time to meet with the course instructor. Any electronic correspondence (e-mail) transmitted from the student to the course instructor will be responded to in a timely manner that the course instructor deems appropriate (**usually 48-72 hours**). Students may not receive responses when pertinent information is present within the course syllabus. The course instructor is also responsible for the evaluation of student progress and individual success. This is largely done with assignment grading and feedback. Students will receive grades for major assignments within an opportune and appropriate time frame. If students have any questions about the instructors grading methodologies, course expectations, and/or individual success the student is strongly encouraged to consult with the course instructor.

Technology Policy: The goal of all course policies is to help create a successful course experience for you as the student; this includes your ability to learn course material and to do so in an effective classroom environment. As such, use of technology is prohibited to devices that aid in student learning. As a general rule, students are also not allowed to record the course instructor or other students in the course without their permission.

- Laptop computers and similar devices used for note-taking as a learning aid ARE NOT permitted in class. You should have paper and a writing utensil on all days for group activities. If there is a medical reason that dictates the use of any technological equipment, please let the course instructor know within the first two weeks of class.
- All other technology (smart phones, etc.) are NOT permitted for use during class. The first use during class will result in substantial reduction in overall course participation points (up to 20 points) with an increasing reduction in points for each use thereafter.
- In case of 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.

Inclusivity: On a professional and personal level I affirm and emphasizes my commitment to provide an educational and work environment free from student harassment and to provide a safe space allowing for the diversity of ideas and maximizes inclusivity for all. I uphold the ideal that inclusion of all ability, cultural, ethnic, gender, nationality, racial and sexual orientation identities

is of high priority for our class space. Equitable access and safety for all individuals and groups is essential to an enjoyable learning experience. Therefore I am more than willing to make adjustments in student lectures, discussions, assignments, room accommodations, etc. to ensure that ALL students are treated with dignity. Please contact me at jreed2@lsu.edu with any pressing issues in this area.

Disabilities: The Americans with Disabilities Act and the Rehabilitation 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.

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. 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 paper would be considered as plagiarized in part or entirely if you do any of the following:

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

Extra Credit: No extra credit assignments will be allowed.

Attendance Policy: Students are responsible for their individual success in a given course. A significant portion of that success is a result of consistent attendance and overall classroom awareness. As a student, you should be dutifully aware of how much your education costs YOU, therefore be mindful of your personal investment. Non-excused absences will not be tolerated by the course instructor. Regular attendance is expected in the course and **after three unexcused absences there will be a 100 point GRADE deduction** from the overall final course grade. Select students who aren't present during presentation course meetings will not be able to make-up their deliveries. Non-Speaking students who aren't present for speech days will have points deducted from their individual presentation grade. **If a student is absent the day she/he is scheduled to speak and has not made prior arrangements with the instructor, a ZERO grade will be recorded for the presentation portion of the assignment.** Due to extreme circumstances students who may miss presentations due may be eligible to make up speech presentations. It is the student's responsibility to contact the course instructor should such a need arise and provide documentation detailing the specifics of the situation. In the case of planned absences, assignments may be turned in before the due date. If you are a student athlete it is your responsibility to provide me a copy of your travel/game schedule. You are additionally responsible for making up all work missed during your absence. I am not liable to keep track of your schedule, nor will I try. Please communicate all expected absences and I will give you sufficient time to complete course

assignments.

Late Work: Major class assignments are to be turned in by 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. Any work turned in during class time will be considered late and may not be accepted by the course instructor. In other words, if you arrive late to class, the assignment is late. Assignment submission after assigned deadlines may not be graded. In extreme and rare occasions, the course instructor may accept late work, but there will be a substantial point deduction on the given assignment. Any late work submitted may or may not be graded for university accepted absences. You will be responsible for being prepared and submitting the correct documentation! Students who miss speech presentations will only have the opportunity to make-up a speech presentation in rare instances. For example, right before class you broke your feet and have medical documentation of the doctor's visit. Just as with any other 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. Prior arrangements must be made with the instructor if extenuating circumstances prevent you from meeting an important deadline. If prior arrangements have been made, a penalty will be assessed to any late work. If you miss work due to a university approved absence, you will be responsible for providing documentation to confirm the excused dates and for coordinating make-up work, making every effort to make arrangements before the absence when possible.

#### General Rules of Thumb:

- 1. If You Arrive Late for Class – DO NOT walk in during another student's presentation. Please wait outside the room.
- 2. Tardiness is not expected, respected nor accepted. Excessive tardiness will result in disciplinary action. After a student, has accumulated three tardies each additional tardy will be marked as an absence. "I have noticed that the people who are late are often so much jollier than the people who have to wait for them." -E. V. Lucas.
- 3. CELL PHONES aren't considered life sources! You were not born with a cell phone therefore; it is NOT pivotal to your existence. Phones are to remain on silent or powered off, anything that vibrates should NOT be in class. If I have to make mention of your cell phone during class, there will be penalties. Phone usage during an exam is considered risky behavior and may result in an immediate zero on the exam in question.
- 4. Please be mindful of obstacles to your own learning experiences. If there are any "extreme circumstances" to detract from your attending classes, participating in course activities, or meeting deadlines please make attempts to speak to me. However, it is up to my discretion to determine what an extreme circumstance is. #nosadstories
- 5. If the use of any electronic equipment (laptops, personal amplifiers, etc.) is needed during class please inform your instructor.
- 6. The Golden Rule still applies outside of grade school! Be aware that on some occasions class discussions will focus on topics or issues that may be considered uncomfortable or controversial by some. Do your part and be mature in handling topics or discussions as they relate to personal growth, academic achievement, and overall social wellness. Students must make every effort to handle these topics and issues in a responsible manner.
- 7. Be aware that on some occasions class discussions will focus on topics or issues that may be considered uncomfortable or controversial by some. Do your part and be mature in handling topics or discussions as they relate to personal growth, academic achievement, and overall social wellness. Students must make every effort to handle these topics and issues in a responsible manner. You do not have to agree with everyone but you must be

willing to listen. The Golden Rule still applies outside of grade school!

Formatting Guidelines: We will subscribe to the writing guidelines presented by the Modern Language Association. Please consider purchasing a MLA Reference sheet or visiting the LSU Communication across the Curriculum office. Assignments are graded upon the following criteria:

1. All written assignments will be MLA formatted.
2. You are required to use **Times New Roman, 12 pt. font** and double space all essays. Failure to use the appropriate font will result in grading penalties.
3. Class concepts must guide the discussion. Arguments need to introduce terms/ideas from class notes, text and supplementary materials.
4. Terms and ideas present throughout your work should be structured in a manner that informs the instructor you understand the coursework.
5. You must use first person voice (I or the) which establishes a connection to the opinions and claims present in the submission.
6. All assignments need to respond to the entirety of the instructors learning goals.

**PAPERS THAT DO NOT REFLECT THESE GUIDELINES WILL BE PENALIZED!**

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.

Course Assignments:

SPEECHES (50% of overall course grade):

Informative Speech (INFO)	125 points
Speech of Introduction (SOI)	100 points
Special Occasion Speech (S.O.S)	125 points
Blame of Institution (B.I)	150 points

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

PARTICIPATION (30% of overall course grade):

Research Participation Requirement	30 points
Reading Assessments (Includes pop quizzes and debate briefs)	150 points
Course Participation Activities	120 points

EXAMS (20% of overall course grade):

Midterm Exam .....	100 points
Final Exam .....	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

### 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 29 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 promote 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 Maria Fuentes\_Martin

Campus Title IX Coordinator Title IX Deputy Coordinator for Students

jstewart@lsu.edu mari@lsu.edu

LSU Office of Human Resource Management      LSU Dean of Students 110 Thomas Boyd  
Hall 333 Student Union

Baton Rouge, LA 70803      Baton Rouge, LA 70803

225-578-8200 225-578-9442

### Departmental Contacts

Dr. Loretta Pecchioni, lpecch1@lsu.edu

Professor and Chair of the Department of Communication Studies

Dr. Ashley Jones-Bodie, ajb@lsu.edu

Director of Basic Courses, Department of Communication Studies

Joquina Reed,

CMST 2060 Section --- 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), whose hours are posted at his office, 135 Coates Hall.



## Tentative Course Schedule

Instructor maintains the right to change this schedule. It may be changed to accommodate student and/or instructor needs. It your responsibility as a student to follow the provided schedule this includes assignment due dates and reading assignments. The schedule provided in this syllabus will inform you when those dates are and it is your responsibility to keep up with approaching deadlines. These dates may not always be announced in class, but it does not excuse you from completing the required reading and assignments.

### **January**

Thursday, Jan.11 Course Introduction

Tuesday, Jan.16 Syllabus Review

Thursday, Jan.18 Five Canons of Rhetoric & Choosing Topics and Purpose Statements (Chapter 5)

Tuesday, Jan.23 *Invention*: Research & Evaluating Source Material and Plagiarism (Chap.7&8)

Thursday, Jan.25 *Invention*: Types of Presentations (Chapter 4) Audience Analysis (Chapter 6)

Tuesday, Jan.30 INTRO Speech Presentations

### **February**

Thursday, Feb.1 INTRO Speech Presentations

Tuesday, Feb.6 Informative Speaking (Chapter 15)

Thursday, Feb.8 *Arrangement*: Signposting (Chapter 9)

Tuesday, Feb.13 (Mardi Gras Holiday/No Class)

Thursday, Feb.15 *Arrangement*: Outlining (Chapter 11)

Tuesday, Feb.20 INFO Workshops

Thursday, Feb.22 INFO Speech Presentations

Tuesday, Feb.27 INFO Speech Presentations

### **March**

Thursday, Mar.1 *Style*: Using Language (Chapter 12)

Tuesday, Mar.6 *Style*: Using Language (Chapter 12)

Thursday, Mar.8 *Ethos*: Ethical Communication and Critical Language (Chapter 2)

Tuesday, Mar.13 *Style*: Gaining Attention and Conclusions (Chapter 10)

Thursday, Mar.15 *Delivery*: Delivery Methods (Chapter 13 &4)

Tuesday, Mar.20 Persuasive Speaking (Chapter 17)

Thursday, Mar.22 Story-Telling Workshops

Tuesday, Mar.27 (Spring Break/No Class)

Thursday, Mar.29 (Spring Break/No Class)

### **April**

Tuesday, Apr.3 Story-Telling Speech Presentations

Thursday, Apr.5 Story-Telling Speech Presentations

Tuesday, Apr.10 Rhetorical Appeals

Thursday, Apr.12 *Memory*: Visual Aids (Chapter 14)

Tuesday, Apr.17 Special Occasion Speaking (Chapter 18)

Thursday, Apr.19 B.O.I Workshops

Tuesday, Apr.24 B.O.I Speech Presentations

Thursday, Apr.26 B.O.I Speech Presentations

### **IMPORTANT DATES**

Mardi Gras Holiday: Feb. 12<sup>th</sup>-14<sup>th</sup> (ends 12:30 PM)

March 13<sup>th</sup> Midterm Grades Due (9:00 AM)  
March 23<sup>rd</sup> Final Drop Date (4:30 PM)  
March 25<sup>th</sup>- April 2<sup>nd</sup> Spring Break  
April 28<sup>th</sup>- Last Class Day  
April 25<sup>th</sup> Concentrated Study Period begins  
April 30<sup>th</sup> Spring Final Exams Begin  
12/13 Final Grades Due @ 9:00 AM

**CMST 2060 PUBLIC SPEAKING**  
**Spring 2018**

Statement of Agreement:

I, \_\_\_\_\_, have read the CMST 2060 syllabus and agree to abide by all of the terms and conditions included in the document.

I, \_\_\_\_\_, understand that I must turn in all assignments no later than the scheduled due date in order to receive complete credit for the assignment.

I, \_\_\_\_\_, understand that if I am absent on my selected presentation date I will not be able to make up the assignment without a university accepted excuse.

Additionally, I am aware if I am not present for a non-speaking speech day points may be deducted from my individual presentation grade.

I, \_\_\_\_\_, understand that it is my responsibility to contact the instructor in the case of absences and turning in any late assignments.

I, \_\_\_\_\_, understand that it is my responsibility to submit course assignments electronically via our course Moodle site.

I, \_\_\_\_\_, understand that it is my responsibility to read follow the course schedule; however, the professor reserves the right to change the course schedule throughout the semester at their discretion.

I, \_\_\_\_\_, understand LSU's plagiarism policy and the penalties of plagiarism and agree to abide by the LSU terms and the policies of LSU Student Code of Conduct.

I, \_\_\_\_\_, understand that it is my responsibility to learn and utilize: MLA handbooks and Moodle.

\_\_\_\_\_  
Printed Student Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Student