

CMS 111 SYLLABUS

The ability to communicate effectively is essential to success in contemporary society. This course is designed to develop students' abilities to construct and deliver responsible public speeches. Although many students will have had no prior public speaking experience, at the end of this course students should be able minimally to do the following: 1) analyze an audience and adapt to it; 2) select a topic; 3) establish their credibility as speakers; 4) research and organize relevant material; 5) begin and end a speech appropriately; 6) deliver an informative speech effectively; and 7) deliver a persuasive speech effectively.

This course is a General Education Course (GEC) and addresses GEC Student Learning Outcome 1B ("Students will demonstrate the ability to develop and focus on one topic in speaking assignments and present ideas in an organized, logical, and coherent form.")

Textbook

Lucas, S. E. (2009). *The art of public speaking* (10th ed.). Boston: McGraw Hill. ISBN: 978-0-07-338515-0.

General Course Requirements

1. Every student is required to complete three (3) graded public speaking assignments that are explained in subsequent pages. These speeches build on material and concepts presented in class and the text. The three speeches constitute 65% of your final grade, with the value of each speech indicated below:

Informative speech = 20%; Persuasive speech = 20%; Final speech = 25%.

Topics for the informative, persuasive, and final speeches must be of state, regional, national, or international importance. They must meet criteria presented in class. If a topic is not appropriate to the assignment, even the best prepared and presented speech will receive a low grade.

2. Each student is required to take three (3) examinations over material covered in class and in the text. These examinations may include multiple-choice, true-false, fill-in-the-blank, and essay questions. Each examination is worth 10% of your final grade.

3. 5% of your final grade is based on homework assignments, pop quizzes, participation, and / or other work assigned by the instructor. You are expected to keep up with reading assignments and to be prepared to discuss the material in class.

Course Policies

1. Attendance. Regular attendance is required. A student's final grade may suffer after three absences from Tuesday-Thursday classes or Monday-Wednesday afternoon classes, four

absences from Monday-Wednesday-Friday classes, or two absences from night classes; the student may, at the instructor's discretion, receive a grade of F after seven absences from Tuesday-Thursday or Monday-Wednesday afternoon classes, ten absences from Monday-Wednesday-Friday classes, or four absences from night classes.

Speeches require an audience. Therefore, it is essential that you be present when others are presenting their speeches. Failure to be present may result in a lowering of either your grade on a particular speech or your final course grade.

You will have missed a class if you are not there for the entire class period. That is, staying for only half of the class, coming in five minutes before the end of class, or consistently coming in 5-10 minutes late does not mean that you attended that class session.

2. Late examinations. If you miss an examination and have a legitimate reason for doing so, you must make it up within a reasonable time (normally 1 week or less). All arrangements for missing an examination must be made prior to the time the examination is scheduled. If such arrangements are not made, then no make-up examination will be given and you will receive a zero for that examination.

3. Late speeches. If you are not present when scheduled to make your speeches and do not have a legitimate reason for being absent, then you will receive a zero for that presentation. All arrangements for missing a speech assignment must be made at least one day prior to the time the speech is scheduled. If such arrangements are not made, then you may not be allowed to make up the speech and you will receive a zero for that presentation. All medical excuses must be accompanied by appropriate documentation from a physician. There are no make-up speeches for unprepared speakers. Even if you make arrangements, your grade on a late speech assignment may be reduced by at least two letter grades.

4. Public speeches are given in appropriate attire. Students are required to dress professionally for all speeches.

5. Cell phones, beepers, and any other electronic devices are to be turned off in class. This is particularly true while students are giving speeches and during exams. Failure to do so may in a reduction of your grade.

6. The grading scale for determining grades is:

A = 92-100%

B = 84-91%

C = 76-83%

D = 68-75%

F = 67% and below

7. Speeches are to be the original composition of each student. Although you must use outside sources in preparing a speech and cite them appropriately, students should not plagiarize such material.

8. If a student has a disability that qualifies under the Americans with Disabilities Act (ADA) and requires accommodations, he/she should contact the Office for Disability Accommodations (ODA) for information on appropriate policies and procedures. Disabilities covered by ADA may include learning, psychiatric, physical disabilities, or chronic health disorders. Students can contact ODA if they are not certain whether a medical condition/disability qualifies.

Address:

The University of Southern Mississippi
Office for Disability Accommodations
118 College Drive #8586
Hattiesburg, MS 39406-0001

Voice Telephone: (601) 266-5024 or (228) 214-3232

Fax 601-266-6035

Individuals with hearing impairments can contact ODA using the *Mississippi Relay Service* at 1-800-582-2233 (TTY) or email Suzy Hebert at Suzanne.Hebert@usm.edu

9. The University of Southern Mississippi offers a Speaking Center, with consultations available at no cost to all students, faculty, and staff. Communication Studies undergraduate and graduate students serve as consultants, working one-on-one with individuals. They are available for advice on all kinds of oral communication—formal individual presentations, group presentations, improving class discussion, class debates, interviewing, campus speeches, etc. Additionally, they work with all levels of speakers, from beginner to experienced speakers. Come to the center to work on brainstorming, organizing and outlining, editing and revising, and practicing delivery. The center also offers a practice room in which individuals can record their presentations, practice with delivery aids (PowerPoint and internet access are available), and view their recorded presentations. Visit the center in Cook Library 114 or www.usm.edu/speakingcenter. Centers hours can be viewed and appointments can be made on the Speaking Center web site. Email the center with any questions at speakingcenter@usm.edu.

CMS 111 TENTATIVE COURSE OUTLINE

<u>Week</u>	<u>Topics and Assignments</u>
1/17	Course overview / Speaking in Public / Ethics and Public Speaking / Text--Chpts. 1, 2
1/23	Introductory Speeches / Selecting a Topic and Purpose / Text--Chpt. 4
1/30	Analyzing the Audience / Speaking to Inform / Text—Chpts. 5, 14
2/6	Exam 1 (covers chapters 1, 2, 4, 5, 14) / Gathering Materials / Text--Chpts. 6
2/13	Supporting Your Ideas / Organizing the Body of the Speech / Beginning and Ending the Speech / Text--Chpts. 7, 8, 9
February 20-21 Mardi Gras Holiday	
2/22	Informative Speeches
2/27	Informative Speeches
Wednesday, February 29th is the last day to drop without academic penalty	
3/5	Delivery / Speaking to Persuade / Text--Chpts. 12, 15
3/12-3/16 Spring Break	
3/19	Exam 2 (covers chapters 6, 7, 8, 9, 12) / Methods of Persuasion / Text—Chpt. 16
3/26	Persuasive Speeches
4/2	Persuasive Speeches
4/9	Using Language Effectively / Using Visual Aids / Listening / Text—Chpt. 11, 13, 3
4/16	Exam 3 (covers chapters 3, 11, 13, 15, 16) / Preparing for the Final Speech
4/23	Final Speeches
4/30	Final Speeches

CMS 111 SPEAKING ASSIGNMENTS

General Comments

Depending on class size, allotted speaking time varies. The course instructor may add additional requirements or increase the length of the speech if desired. Students are to speak in an extemporaneous mode.

A preparation outline (see pages 208-215 of the text) must be turned in with all assignments. On this outline you are to include a bibliography of sources (in proper bibliographic form) used in the speech.

Speaking within the time limits is very important, not only for the efficient running of the class but also because speakers in the "real world" are expected to adhere to time limits. If you are severely over or under the time limit (one minute or more), your speech grade will be penalized.

Introductory Speeches

Students are to present a 2-minute speech introducing a classmate. In the speech you will need to provide basic information such as the name of the person you are introducing, his or her home town, academic major, personal interests, hobbies, aspirations, and the like. However, also try to make the speech more than a routine recitation of biographical data. Be creative in your interview questions and in your speech.

Informative Speeches

Students are to present a 6-8 minute informative speech on a current, controversial topic of state, regional, national, or international importance. The topic should be one about which the class needs to be informed. The speech should present a balanced (i.e., unbiased) presentation of both sides of the topic. For a grade of "C" at least four (4) different sources of information are to be used and cited in the speech, and at least three (3) different types of supporting material (see text, chapter 7) are to be used. The 4 different sources and 3 types of supporting material should be indicated or highlighted on the outline submitted to the instructor. A complete preparation outline is required.

Persuasive Speeches

Students are to present a 7-8 minute persuasive speech on a current, controversial topic of state, regional, national, or international importance. The speech should contain from two to three main points designed to persuade the audience for or against a question of fact, value, or policy (specified by your instructor). Speakers may seek either passive agreement or immediate action from the audience. For a grade of "C" at least four (4) different sources and three (3) types of supporting material are to be used and cited in the speech. They are also to be indicated on the outline submitted to the instructor. A complete preparation outline is required.

Final Speech

Students are to present a 7-9 minute persuasive speech on a current, controversial topic of state, regional, national, or international importance. The speech should be designed to persuade the audience to accept your thesis on a question of policy, should deal with all three basic issues of policy speeches--need, plan, and practicality, and for a grade of "C" should contain at least 4 different sources and 3 types of supporting material. These sources must be cited in the speech. A complete preparation outline is required. Delivery of the speech is to be extemporaneous.