CMN 1310

Introduction to Speech Communication

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Office Hours: W 1:00-2:00pm /// TR 1:50-3:20pm

Course Overview

This course focuses on the fundamental principles of selecting, analyzing, evaluating, organizing, developing, and communicating information, evidence, and points of view orally. The course includes instruction in techniques of listening and informative, persuasive, and reactive speaking.

Course Objectives

The Illinois Articulation Initiative has identified the following objectives for the basic communication course. By the end of the course, students will be able to:

- 1. Have a theoretical understanding of communication
- 2. Understand the relationships among self, message and others
- 3. Understand the process of effective listening.
- 4. Phrase clear, responsible and appropriate purpose statements
- 5. Develop specific, well-focused thesis statements
- 6. Organize and outline an effective message
- 7. Analyze an audience and situation, then adapt a message to those needs
- 8. Generate ideas and gather materials
- 9. Incorporate materials from various appropriate sources, using proper verbal citations
- 10. Use evidence, reasoning and motive appeals in persuasive speaking
- 11. Establish credibility by demonstrating knowledge and analysis of topic
- 12. Prepare and use visual aids that promote clarity and interest
- 13. Use language that is appropriate to enhance understanding and effect the desired result
- 14. Use extemporaneous delivery with reasonable fluency, expressiveness and comfort
- 15. Cope effectively with the tensions involved in public speaking
- 16. Demonstrate acceptable ethical standards in research and presentation of materials
- 17. Listen to, analyze and critique oral communication

Textbook and Course Website

Coopman, S.J., & Lull, J. (2012). *Public Speaking: The Evolving Art* (2nd ed.). Boston, MA: Wadsworth Cengage.

http://www.eiu.edu/~commstudies/1310.php

Course Requirements Specific to CMN 1310

CMN 1310 Introduction to Speech Communication is a university graduation requirement. The class is graded as ABC/No Credit. This means you must achieve a grade of C or better to pass the course.

Student Responsibilities:

Students are expected to:

- attend class and participate every day
- contribute to class discussions
- read the assigned reading material before class
- pass two exams
- deliver six graded speeches
- complete a critical listening assignment
- complete a pre and post assessment survey
- complete additional assignments as indicated by instructor
- achieve an overall semester percentage of 70% or better

It is not possible to pass this course without completing all of the graded speeches and the critical listening assignment.

Course Requirements

Student Standards Statement: All faculty in the Department of Communication Studies uphold the standards of good scholarship and expect our students to do the same. We expect that students earning a degree in Communication Studies will develop superior reasoning/critical thinking, argumentation, writing, and presentational skills while also building a comprehensive knowledge of their content area. Students in Communication Studies classes will be expected to read all assigned materials, write extensively, complete their own work, and engage in respectful interactions in the classroom. We, as a faculty, agree to hold our students to these standards.

Attendance: It is <u>impossible</u> to earn an A for this course if the student misses the equivalent (or more) of two weeks of class (i.e. 6 days if the class meets 3 times per week, or 4 days if the class meets 2 times per week). It is <u>impossible</u> to earn an A or a B for this course if the student misses the equivalent (or more) of three weeks of class (i.e. 9 days if the class meets 3 times per week, or 6 days if the class meets 2 times per week). There is generally no distinction made in the reasons for missing class under this policy, including illness, unless an exception is merited, which is determined at the sole discretion of the instructor. Therefore, the student should plan to attend class every day and miss only when absolutely necessary.

Participation: You are expected to attend class every day. You will have an opportunity to earn points for every day you are in class through participation. It is expected that if you are attending class then you are participating and earning these points. Therefore, if you are not attending class for any reason, then you will lose participation points for the simple reason that you are not participating.

When it comes to your participation, the total is greater than the sum of its parts, therefore your score will be determined by means of a deduction system. The deduction of participation points will occur as follows. You will be deducted 10 participation points from your 100 possible participation points for each non-speech day missed, and 20 participation points from your 100 possible participation points for each speech day missed. If the class only meets once per week,

the deduction will be 25 points for missing a class, regardless of whether it is a speech day or non-speech day. This requirement is further discussed under the "Policies" section of this syllabus. Participation is worth **100 points, or 10%** of the semester grade.

Inspirational Speech of Advice (Special Occasion) – 4 Minutes: The student will deliver a speech to a person of choice (including himself/herself), offering inspiration and advice; should be creative, possibly funny, organized and emotively affective. This is worth **100 points, or 10%,** of the semester grade.

Informative Speech – 5 Minutes: A researched presentation with verbal citation of sources. Consult with the instructor on the choice of a topic. This is worth **200 points, or 20%,** of the semester grade.

Persuasive Speech – 6 Minutes: A researched presentation with verbal citation of sources. Consult with the instructor on the topic for a persuasive message. This is worth **200 points**, **or 20%**, of the semester grade.

Group Panel Presentation with Audience Q&A – 7 Minutes (per person): A researched assignment with verbal citation of sources. After presenting on a topic discussed with instructor, students will actively engage audience members as a constituent part of the presentation. Consult with the instructor on topic and preparing for a discussion session. This is worth **100 points, or 10%,** of the semester grade.

Personal Narrative Speech (Special Occasion) – 5 Minutes: The student will recount a memory in the form of a personal narrative. This is worth **100 points, or 10%,** of the semester grade.

Impromptu Speech (Special Occasion) – 1 to 2 Minutes: The student will deliver a brief speech with very little time for preparation. This is worth 50 points, or 5%, of the semester grade.

Critical Assignment: Self and peer evaluations of speeches will be used. This is worth **50 points, or 5%** of the semester grade.

Exams: There will be two exams that, in combination, will cover the content of all the textbook chapters. Everything in the textbook and everything covered in class will be considered testable content. Note that students are required to complete the final exam, in accordance with university policy, during the scheduled time and at the scheduled location. The exams are worth **50 points each, or 5% each (together: 100 points, or 10%),** of the semester grade.

All speeches and assignments will be described in detail when and where necessary.

Note that 75% of the semester grade is determined by speech delivery. By proportionate comparison, the other parts of the semester grade breakdown as follows: 10% by participation, 10% by exams, and 5% by the critical listening assignment.

Students are strongly encouraged to keep track of their grade throughout the semester. To help facilitate this, a semester breakdown and records chart is supplied at the end of this syllabus. Students should keep track of each grade and thus be able to determine their semester grade at any time for themselves.

Grading Scale and Criteria:

Grading of Speeches: In all cases, grades will be determined based on a rubric that includes the following criteria: effectiveness of organization, language (including grammar and syntax), supporting material, analysis, nonverbal delivery, and verbal delivery. Students must also meet the guidelines specific to each type of speech.

Grading of Writing: The quality of written work will be a consideration when grading written assignments. Assessment will be based on the following: focus, organization, development, style, and mechanics.

90-100% = A 80-89% = B 70-79% = C Below 70% = NC

Grades are administered based on performance, meeting assignment criteria, applying in-class concepts, punctuality/attendance and original thought.

A = Exceptionally well-prepared completion of assignment indicating effort, individualized style, and impact expected of effective communication.

B = Unusually well-prepared completion of assignment indicating original application of course materials and individual imagination distinctly superior to average effort.

C = Satisfactory completion of assignment indicating effort normally expected of the majority of students (basic preparation, correct procedure, and disciplined technique.)

D = Unsatisfactory completion of assignment indicating technical irregularity, misperceived objectives or methods, unorganized effort, or failure to follow directions.

F = Failure to complete assignments during the scheduled time through lack of evident effort.

Policies

Students Must Keep Track Of Their Own Grades: Students are responsible for understanding the grading system in this course and keeping track of their own grades at all times. A tool for doing this is provided at the bottom of this syllabus. This is a basic, fundamental skill for all college students, and as a result performing this task is itself a part of the skill set to be practiced this semester by all students. For this reason, the instructor will assist students in understanding how to determine their own grade, with reference to this syllabus, but the students should at no time reply upon the instructor to tell students grades for assignments that have already been handed back or calculate student's grades for them.

Contacting the Instructor: Students should direct all remote communication to the instructor via email rather than telephone. The student's email to the instructor should be sent from a registered EIU email account and include identifying information, such as the student's full name and which course/section they are enrolled in. Students are also encouraged to meet with the instructor in person during regular office hours.

Preparation: This course requires both in-class and out-of-class work. In ordered to be prepared for in-class work, you will need to have prepared yourself by completing the out-of-class work. Reading assignments will be made, and all students will be expected to complete these reading assignments prior to coming to class. Thorough out-of-class speech preparation is also required.

Participation: All students are expected to actively participate in class. In this class, participation means both listening as well as speaking, so students should be actively participating every day. As permitted by university policy, the instructor reserves the right to ask a student to leave class if deemed necessary to maintain the integrity of the learning environment. If a student is asked to leave class, their participation will be considered unsatisfactory for the day and a deduction of 10 participation points will be assessed.

Participation Make-Up Policy: If discussed with the instructor prior to the absence, deducted participation points can be made-up by students who are unable to participate due to their involvements in official university-sponsored events or religious observances (athletes and others should identify themselves and dates to the instructor asap). Other opportunities to make-up

participation point deductions will be considered by the instructor on a case-by-case basis, but it should be assumed that no make-up opportunity will be afforded. The participation points that are allowed to be made-up will be earned by means of a special assignment discussed with the instructor as needed.

In the event that participation points are made-up, this does not nullify the absence as it pertains to the distinct attendance policy.

NOTE: See "Participation" section above under "Course Requirements" for a thorough explanation of how the semester grade is impacted by a lack of participation.

Attendance: You are expected to attend class every day. Attendance is critical to your success in this class. Both lectures and in-class activities are integral to the course content. What is more, you and your peers collectively create a unique and interactive learning environment for each other. It is expected that you will actively participate in class while attending, so expect to be involved. NOTE: See "Attendance" section above under "Course Requirements" for a thorough explanation of how the semester grade can be impacted by a lack of attendance.

Make-Up Policy and Late Work: All students are expected to be prepared to deliver their speech from the first day we commence delivery of a particular speech - and to remain prepared to deliver that speech each class day until it is, in fact, delivered and completed. From the first day designated for delivering a particular speech until the last, any student may be called upon by the instructor to deliver their speech. Nonetheless, the instructor will almost always call upon volunteers to deliver their speech over randomly selected students. If a student who has not yet delivered their speech is absent on a speech day – or a student is called upon to deliver their speech and declines to do so - that speech will be considered "LATE" by the instructor. The student will be allowed to make-up the "LATE" speech up until the last day designated for delivery of that particular speech, however, a late penalty will be assessed in the form of a 10% grade deduction for that speech for each day it is late (and said late penalty will be cumulatively assessed for each day it continues to be late). Note that a "LATE" speech penalty will ALWAYS result in the student being called upon to deliver their speech on the following class day. Failure to deliver a particular speech by the last day designated for delivery of said speech will result in that speech being considered "INCOMPLETE" by the instructor, at which point it becomes impossible to receive credit for the class. WARNING: Once again, note that failure to complete a speech means you cannot receive credit for the course.

Academic Integrity: The Student Code of Conduct states that students should meet the following standard: "Eastern students observe the highest principles of academic integrity and support a campus environment conducive to scholarship." The Code defines *plagiarism* as: "the use, without adequate attribution, of another person's words or thoughts as if they were one's own." This means you should not "borrow" a friend's speech or outline, you cannot use a speech you wrote for a previous public speaking class (at EIU or elsewhere), and you should not quote or paraphrase without citing a source. If you fail to verbally cite your sources during your speech, it is plagiarism. Lack of source citation will result in lowered speech grades, regardless of quality of delivery. At minimum a student who engages in academic dishonesty/plagiarism will receive a 0 (F) on the assignment and be reported to the Office of Student Standards. If there are multiple instances of academic dishonesty, the Office of Student Standards may sanction the student further, i.e., suspension for a semester or academic year or expulsion from the university. Your instructor reserves the right to utilize TurnItIn or other tools to evaluate your work.

Warning: If caught in an act of plagiarism you will automatically fail the course and be reported to the university for further disciplinary action.

Cell Phones/Text Messaging/Electronic Devices: If you have a cell phone or electronic device, please turn it off before class. If there is an emergency situation or other reason for an electronic device to remain on, please consult with the instructor prior to class. If your phone makes noise or is otherwise disruptive, or you are observed to be text messaging, during class, your participation for the day may be deemed unsatisfactory and you could be asked to leave class for the day.

Students with Special Needs: Students with special needs (as documented by the Office of Disability Services) are invited to identify themselves to the instructor at the beginning of the semester in order to arrange any necessary accommodations.

Final Note Concerning Instructor Modifications: If deemed beneficial or necessary, the Instructor may modify aspects of the class during the semester. No textbooks will be added, but other reading or online content can be assigned. Such modifications will not nullify work the student has already completed, but assignments yet to be completed may be modified.

All additional questions and specifics concerning the course that arise will be addressed by the Instructor as needed. Everything the Instructor establishes and communicates in class verbally carries the full authority of this syllabus as herby provided; and students are responsible for all policies, clarifications, modifications and information given verbally in class on every class day whether they are present or not.

Summary Grade Breakdown for the Semester

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Item	Points Possible	Points Earned	
Participation	100		
Critical	50		
Speech of Advice	100		
Informative	200		
Persuasive	200	<u></u>	
Group Q&A	100	<u> </u>	
Narrative	100		
Impromptu	50		
Exam 1	50		
Exam 2	50		
TOTAL	1000		

^{*}All speeches and the critical listening assignment must be completed in order to pass.