

**EASTERN ILLINOIS UNIVERSITY  
SCHOOL OF COMMUNICATION AND JOURNALISM**

**CMN 1310-G: Introduction to Speech Communication**

*The only difference between professional speakers and novices  
is that the pros have trained their butterflies to fly in formation. –Edward R. Murrow*

Term: Summer 2020    Section: 600    CRN: 60303    3 Credit Hours

Instructor Name: Dr. Richard G. Jones, Jr.

Email: [rgjones@eiu.edu](mailto:rgjones@eiu.edu) (Panthermail)

Online Office Hours: Due to COVID, office hours are online via email/chat by appt.

**Required Text:** Coopman, S. J., & Lull, J. (2018). *Public speaking: The evolving art* (4th ed.). Boston, MA: Wadsworth Cengage.

**Public Speaking Webpage:** <http://www.eiu.edu/~commstudies/1310.php>

**Description:** 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

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**Student Responsibilities:** Students are expected to attend class and participate in class discussions, read the assigned reading material before class, pass exams, deliver four speeches, complete the peer and self-evaluations, and complete assignments as indicated by the instructor.

**Student Standards Statement:** All faculty in the Division 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.

## GRADING

### Grading Scale:

Grade	Percentage
A	100 – 90
B	89 – 80
C	79 – 70
NC	Below 70

Please note: 1. To receive credit for this course, students must earn a grade of “C” or higher.  
2. Failure to complete either the informative or the persuasive speech will result automatically in a grade of “no credit.”

Assignment	Weight (%)
Exam 1	7
Exam 2	7
Exam 3	7
Critical Skills Assignments	10
Speech of Introduction (4 minutes)	9
Informative Speech (7 minutes)	15
Persuasive Speech (9 minutes)	15
This I Believe Speech (5 minutes)	10
Participation	20

\*You can use D2L to monitor your grade in the class at any time.

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**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.

**General Grading Expectations:**

- 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.

## COURSE POLICIES

**Academic Integrity:** Students are expected to maintain principles of academic integrity and conduct as defined in EIU's Code of Conduct (<http://www.eiu.edu/judicial/studentconductcode.php>). Violations will be reported to the Office of Student Standards. 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 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.

**Statement Regarding Disabilities:** If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Student Disability Services (OSDS). All accommodations must be approved through OSDS. Please stop by Ninth Street Hall, Room 2006, or call 217-581-6583 to make an appointment.

**Student Success Center:** Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center ([www.eiu.edu/~success](http://www.eiu.edu/~success)) for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make an appointment, call 217-581-6696, or go to 9th Street Hall, Room 1302

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**Class participation:** Class participation is expected. Online course instruction includes a variety of activities such as listening and speech development exercises, activities, quizzes, and peer evaluations. The class is also designed sequentially, meaning that skills are learned and then added to and developed over the course of each class unit. It is not your instructor's responsibility to catch you up on what you missed in class.

**Safe Learning Environment:** This class is a safe space for communication, learning, and the sharing of ideas. Each of us will need to be conscious of our role in providing a place where every class member, given all our differences, will feel safe and function as part of our learning community. Inclusive language is important to maintaining a safe class environment—no language will be tolerated that demeans, belittles, or marginalizes someone because of her or his gender, race, ethnicity, class, age, sexual orientation, ability, etc. Such language will not be accepted in your online classroom communication, written work, or your oral presentations. If you disrupt the safety of our learning community you may be referred to Student Standards.

**Late work:** If you do not have your assignment submitted by the due date it will be subject to a 50% deduction. Assignments can always be turned in early. Assignments will receive no credit if they are more than one week late. Please do not blame technology for not having an assignment ready.

**Make up work:** Make-up privileges, where make-up is possible, will be granted to students with excused absences. It is the student's responsibility to initiate plans for make-up work and complete the work promptly.

**Electronic communication:** Students are expected to visit the course webpage through d2l (Desire2Learn) daily for announcements and updates. You should also check your EIU email daily. Please communicate via email in a professional manner.

**Speech Recording:** The use of video recordings of student performances is an important part of the educational process in CMN 1310/1390, Introduction to Speech Communication. Video recording of your speeches provide you and the instructor with a record of your performance that can be analyzed and used for guiding improvement. The video recording will be used for instructional purposes only, within the context of this class. The use of your recording for any other purpose is prohibited without your expressed consent for that use. By staying in this class you agree that you understand the limits on the video recordings of your performance in this class and you grant the Board of Trustees and Eastern Illinois University, and those acting under its permission and authority, the right and permission to record videos and/or recordings of your likeness and voice for educational purposes arising out of your voluntary participation in CMN 1310/1390.

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## ASSIGNMENTS

**Critical Skills Assignments:** Students will complete self-critiques and peer evaluation for each major speech. All of these assignments will be averaged/added together to make up the total grade/points for this component of the course.

**Speech of Introduction (4 minutes):** Students will give a speech that introduces them to their classmates by sharing four items that represent them. One item will represent the past, one the present, and one the future. The fourth object should establish a theme for the speech. The speech should be creative and engaging. An outline will be turned in and graded.

**Informative Speech (7 minutes):** This speech requires knowing a subject and topic sufficiently enough to provide your audience with adequate knowledge on the topic by the end of your speech. In this speech, you will focus on a historical event that has affected your community or your family. You must verbally cite at least 5 credible and relevant sources in your speech and turn in a typed, proofread, full-sentence outline with references page as part of your grade. This speech will be most heavily graded on structure, organization, and research.

**Persuasive Speech (9 minutes):** This speech will allow you to bring together many of the skills you've learned in the class and take a stand on an issue that is important to you and has international implications. You will then invite your audience to change a belief, attitude, value, or behavior. You must verbally cite at least 5 credible and relevant sources in your speech and turn in a typed, proofread, full-sentence outline with references page as part of your grade. This speech will be most heavily graded on research, substantiation of argument, effective and ethical use of persuasive strategies, and delivery.

**This I Believe Speech (5 minutes):** "This I Believe" speeches encourage people to use the power of their voice to speak from a personal context in a way that can inspire, motivate, and resonate with others. You must verbally cite at least one inspirational source. You will not be required to turn in an outline for this speech.

**Exams:** Exams will cover all the chapters in the textbook and may consist of a combination of multiple choice, true/false, matching, short answer, or essay questions. Students are responsible for all the material covered in the textbook and in-class lecture/activities.

**Participation:** There will be many activities and assignments that will be averaged/added together to determine the final grade/points for this component of the course.

**Important Notes About Recorded Speeches:** Normally, state requirements for online speech require students to assemble an audience for each speech. However, due to the current COVID pandemic and social distancing and stay-at-home protocols, students can deliver their speech without an audience. Your speech must be recorded in one "shot" meaning you can't edit the video or stop/start/pause the video during your speech. You will need a video camera (most students use the camera in their phone, tablet, or computer) and access to high speed internet for uploading and viewing speech videos. The audio and video in your speech must be clear.

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**NOTE: There may have to be changes to this schedule. If there is ever a contradiction between the information below and the information on d2l, follow the information on d2l.**

**NOTE: The best way to keep on track is to use the d2l Checklists for each unit.**

	<b>Content and activities for each chapter to be completed by 11:59 pm on the last day of the Unit:</b>	<b>Assignments with specific due dates within the Unit:</b>
<b>UNIT 1</b> (Mon 05/18 – Sun 05/24)	<p><b><i>Introduction to Course</i></b></p> <ul style="list-style-type: none"> <li>• Watch Welcome Video</li> <li>• Review Syllabus and Calendar</li> <li>• Watch Syllabus Overview Video</li> <li>• Watch d2l Overview Video</li> </ul> <p><b><i>Speech of Introduction</i></b></p> <ul style="list-style-type: none"> <li>• Review All Videos and Documents Under the “Speech of Introduction” Heading</li> </ul> <p><b><i>The Evolving Art of Public Speaking</i></b></p> <ul style="list-style-type: none"> <li>• Review Chapter 1 of Textbook</li> <li>• Watch Chapter 1 PPT Video Lecture</li> <li>• Complete Chapter 1 Quiz</li> <li>• Complete Chapter 1 Activity</li> </ul> <p><b><i>Building Your Confidence</i></b></p> <ul style="list-style-type: none"> <li>• Review Chapter 2 of Textbook</li> <li>• Watch Chapter 2 PPT Video Lecture</li> <li>• Complete Chapter 2 Quiz</li> <li>• Complete Chapter 2 Activity</li> </ul> <p><b><i>Developing Your Purpose and Topic</i></b></p> <ul style="list-style-type: none"> <li>• Review Chapter 4 of Textbook</li> <li>• Watch Chapter 4 PPT Video Lecture</li> <li>• Complete Chapter 4 Quiz</li> <li>• Complete Chapter 4 Activity</li> </ul> <p><b><i>Organizing and Outlining Your Speech</i></b></p> <ul style="list-style-type: none"> <li>• Review Chapter 8 of Textbook</li> <li>• Watch Chapter 8 PPT Video Lecture</li> <li>• Complete Chapter 8 Quiz</li> <li>• Complete Chapter 8 Activity</li> </ul> <p><b><i>[More for Unit 1 on the following page...]</i></b></p>	<p><i>All assignments are due by 11:59 pm on the date noted:</i></p> <ul style="list-style-type: none"> <li>• 5/18: Email Instructor Assignment</li> <li>• 5/19: Speech Feedback Assignment</li> <li>• 5/19: Practice Posting Video Assignment</li> <li>• 5/20: Submit List of Speech Objects Assignment</li> <li>• 5/22: Complete Practice Peer Evaluation Assignment</li> <li>• 5/24: Submit Speech of Introduction Video</li> <li>• 5/24: Submit Speech of Introduction Outline</li> <li>• 5/24: EXAM # 1 (Chps. 1, 2, 4, 8, 12)</li> </ul>

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	<b><i>Delivering your Speech</i></b> <ul style="list-style-type: none"> <li>• Review Chapter 12 of Textbook</li> <li>• Watch Chapter 12 PPT Video Lecture</li> <li>• Compete Chapter 12 Quiz</li> <li>• Complete Chapter 12 Activity</li> </ul>	
<b>UNIT 2</b> (Mon 05/25 – Sun 05/31)	<b><i>Informative Speech</i></b> <ul style="list-style-type: none"> <li>• Review All Videos and Documents Under the “Informative Speech” Heading</li> </ul> <b><i>Informative Speaking</i></b> <ul style="list-style-type: none"> <li>• Review Chapter 13 of Textbook</li> <li>• Watch Chapter 13 PPT Video Lecture</li> <li>• Compete Chapter 13 Quiz</li> <li>• Complete Chapter 13 Activity</li> </ul> <b><i>Researching Your Speech</i></b> <ul style="list-style-type: none"> <li>• Review Chapter 6 of Textbook</li> <li>• Watch Chapter 6 PPT Video Lecture</li> <li>• Compete Chapter 6 Quiz</li> <li>• Complete Chapter 6 Activity</li> </ul> <b><i>Supporting Your Speech</i></b> <ul style="list-style-type: none"> <li>• Review Chapter 7 of Textbook</li> <li>• Watch Chapter 7 PPT Video Lecture</li> <li>• Compete Chapter 7 Quiz</li> <li>• Complete Chapter 7 Activity</li> </ul> <b><i>Adapting to Your Audience</i></b> <ul style="list-style-type: none"> <li>• Review Chapter 5 of Textbook</li> <li>• Watch Chapter 5 PPT Video Lecture</li> <li>• Compete Chapter 5 Quiz</li> <li>• Complete Chapter 5 Activity</li> </ul> <b><i>Introducing and Concluding Your Speech</i></b> <ul style="list-style-type: none"> <li>• Review Chapter 9 of Textbook</li> <li>• Watch Chapter 9 PPT Video Lecture</li> <li>• Compete Chapter 9 Quiz</li> <li>• Complete Chapter 9 Activity</li> </ul> <p><b><i>[More for Unit 2 on the following page...]</i></b></p>	<ul style="list-style-type: none"> <li>• 5/25: Preliminary Informative Speech Idea</li> <li>• 5/27: Final Informative Speech Idea</li> <li>• 5/27: Speech of Introduction Peer Feedback</li> <li>• 5/29: Speech of Introduction Self Critique</li> <li>• 5/31: Informative Speech Video</li> <li>• 5/31: Informative Speech Outline</li> <li>• 5/31: EXAM # 2 (Chps. 13, 5, 3, 6, 7, 9)</li> </ul>

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	<b><i>Ethical Speaking and Listening</i></b> <ul style="list-style-type: none"> <li>• Review Chapter 3 of Textbook</li> <li>• Watch Chapter 3 PPT Video Lecture</li> <li>• Compete Chapter 3 Quiz</li> <li>• Complete Chapter 3 Activity</li> </ul>	
<b>UNIT 3</b> (Mon 06/01 – Wed 06/10)	<b><i>Persuasive Speech</i></b> <ul style="list-style-type: none"> <li>• Review All Videos and Documents Under the “Persuasive Speech” Heading</li> </ul> <b><i>Persuasive Speaking</i></b> <ul style="list-style-type: none"> <li>• Review Chapter 14 of Textbook</li> <li>• Watch Chapter 3 PPT Video Lecture</li> <li>• Compete Chapter 3 Quiz</li> <li>• Complete Chapter 3 Activity</li> </ul> <b><i>Persuasive Strategies</i></b> <ul style="list-style-type: none"> <li>• Watch Persuasive Strategies PPT Video Lecture</li> <li>• Compete Persuasive Strategies Quiz</li> <li>• Complete Persuasive Strategies Activity</li> </ul> <b><i>Argumentation</i></b> <ul style="list-style-type: none"> <li>• Review Chapter 15 of Textbook</li> <li>• Watch Chapter 15 PPT Video Lecture</li> <li>• Compete Chapter 15 Quiz</li> <li>• Complete Chapter 15 Activity</li> </ul> <b><i>Wording Your Speech</i></b> <ul style="list-style-type: none"> <li>• Review Chapter 3 of Textbook</li> <li>• Watch Chapter 3 PPT Video Lecture</li> <li>• Compete Chapter 3 Quiz</li> <li>• Complete Chapter 3 Activity</li> </ul> <b><i>Incorporating Presentation Media</i></b> <ul style="list-style-type: none"> <li>• Review Chapter 3 of Textbook</li> <li>• Watch Chapter 3 PPT Video Lecture</li> <li>• Compete Chapter 3 Quiz</li> <li>• Complete Chapter 3 Activity</li> </ul> <b><i>[Unit 4 on the following page...]</i></b>	<ul style="list-style-type: none"> <li>• 6/01: Preliminary Persuasive Speech Idea</li> <li>• 6/03: Final Persuasive Speech Idea</li> <li>• 6/03: Informative Speech Peer Feedback</li> <li>• 6/05: Informative Speech Self Critique</li> <li>• 6/10: Persuasive Speech Video</li> <li>• 6/10: Persuasive Speech Outline</li> </ul>

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<b>UNIT 4</b> (Thurs 06/11 – Sun 06/14)	<p><b><i>This I Believe Speech</i></b></p> <ul style="list-style-type: none"> <li>Review All Videos and Documents Under the “This I Believe Speech” Heading</li> </ul> <p><b><i>Speaking on Special Occasions and in Groups</i></b></p> <ul style="list-style-type: none"> <li>Review Chapter 16 of Textbook</li> <li>Watch Chapter 16 PPT Video Lecture</li> <li>Complete Chapter 16 Quiz</li> <li>Complete Chapter 16 Activity</li> </ul>	<ul style="list-style-type: none"> <li>6/11: This I Believe Speech Idea</li> <li>6/14: Persuasive Speech Peer Feedback</li> <li>6/14: Persuasive Speech Reflection Essay</li> <li>6/14: This I Believe Speech Video</li> <li>6/14: This I Believe Speech Manuscript</li> <li>6/14: EXAM # 3 (Chps. 14, 15, 10, 11, 16)</li> </ul>
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