CMN 1310G

Introduction to Speech Communication

3 Credit Hours | Spring 2021

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Office Hours: MW 2:00pm-3:00pm /// TR 4:00pm-5:00pm
***All Office Hours Virtual:** Utilize email. Video chat available during office hours.

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

Required Materials:

Textbook: Coopman, S. J., & Lull, J. (2017). *Public speaking: The evolving art* (4th ed.). Boston, MA: Wadsworth Cengage. (available at Textbook Rental)

Course Webpage: http://www.eiu.edu/~commstudies/1310.php
Complete pre and post assessment surveys at this website

Course Requirements Specific to CMN 1310/1390

CMN 1310/1390 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 Summary:

Students are expected to:

- attend class and participate every day
- contribute to class discussions
- complete the assigned reading and workbook material before class
- complete two exams covering all textbook chapters
- deliver six graded speeches
- complete a critical skills assignment
- complete a pre and post assessment survey via the above course webpage
- 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 skills assignment.

Course Requirements

Student Standards Statement: All faculty in the School of Communication and Journalism 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 impossible to earn an A for this course if the student misses the equivalent (or more) of two weeks of class (i.e. 6, 4, or 2 days, depending upon how many times per week the class meets). It is impossible to earn an A or a B for this course if the student misses the equivalent (or more) of three weeks of class. 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 credit while in attendance through participation. It is normally expected that if you are attending class then you are participating and earning these points. However, if your participation is unsatisfactory then you will be notified by the instructor. Examples of unsatisfactory participation include but are not limited to: appearing to sleep in class, being disruptive, cell phone or other electronic device use, regularly coming to class late, etc. If your participation is unsatisfactory on any given day, then your participation grade will suffer the deduction described below.

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. Students begin with 100 points, and the deduction of participation points will occur as follows. If you are not attending class (for any reason other than participation in an EIU-recognized cause for missing class, religious observance discussed prior to the absence with the instructor, or another prearranged just cause), then your participation is considered unsatisfactory for that day for the simple reason that you are not participating at all. You will be deducted 10 points, or 10% from your total participation grade for the semester for each day you do not participate or your participation is deemed to be unsatisfactory by the instructor. These deductions shall be cumulative and doubled for multiple instances of cell phone use (or other unsatisfactory participation) occurring after a first observed instance in a given class period. These deductions shall also be doubled on speech days. Once deducted, participation credit cannot be earned back, and note well that participation is worth **100 points, or 10%,** of the semester grade. This requirement is further discussed under the "Policies" section of this syllabus. **NOTE: This requirement is distinct from the attendance requirement.**

Speech of Introduction (Special Occasion) – 4 Minutes: The student will deliver a speech introducing themselves to the class; should be creative, possibly funny, organized clearly and emotively affective. This is worth **100 points, or 10%,** of the semester grade.

Informative Speech – 5 or 6 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 to 8 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 Skills 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.

Grading Scale and Criteria:

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 required 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 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. The student's email to the instructor should be sent from a registered EIU panthermail account and include identifying information, such as the student's full name and which course/section they are enrolled in.

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 and workbook assignments will be made, and all students will be expected to complete these reading assignments prior to coming to class.

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. All EIU and Communication Studies policies always apply.

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, and failure to attend will negatively impact your grade. 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 (unless an exception is made for just cause, at the discretion of 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 can 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: 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.

Be advised that an act of plagiarism can result in automatic failure for the course and being reported to the university for further disciplinary action.

Cell Phones or Electronic Devices: If you have a cell phone or electronic device, please turn it off before class. Such devices are to be put away and not visible or audible at any time during class. For exceptions or accommodations owing to a special need, please consult with the instructor prior to class. If your phone or device makes noise, flashes, or otherwise causes a disruption, or your device is visible during class, your participation for the day may be considered unsatisfactory with the typical point deduction (see participation grading above).

Students with 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 McAfee Gym, Room 1210, or call 217-581-6583 to make an appointment.

Students with Other Needs: Students with other special needs are encouraged to identify themselves to the instructor at the beginning of the semester in order to arrange accommodations that might be fitting.

The Student Success Center- Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center (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 McAfee Gym, Room 1301.

Booth Library
Located in the center of campus, Booth Library is the best place to do research, find expert help, or study in a calm, distraction-free environment. In addition to the many print resources, Booth provides access to high quality e-books, journals and scholarship not freely available on the Web. Stop by the Reference Desk or go to http://library.eiu.edu to explore library resources. Get expert help with your research by contacting the Booth Library reference librarians. Visit, call 581-6072, or go to http://booth.eiu.edu/ask to connect with a librarian.

The Writing Center
Students are encouraged to make use of the Writing Center, at every stage of writing, for all of their academic requirements. The Writing Center is located in room 3110 of Coleman Hall. For more information online go to: http://castle.eiu.edu/writing/

COVID-19 Response and Remote Learning
EIU is monitoring COVID-19 and posting related updates online at https://www.eiu.edu/covid/
Students should utilize this online resource and follow all EIU policies related to the COVID-19 response. This course will conform with EIU policies in this regard.

Remote Learning Policies
This course will utilize D2L and the Zoom account associated with the student's EIU account. If needed, the course may also utilize other online resources and platforms. This course will meet synchronously online during the scheduled days and times for the course to meet. Students will fulfill attendance and participation requirements by meeting online in this way via the Zoom platform and as designated by the instructor. It is anticipated Zoom will be used throughout the semester for synchronous online meeting, but the instructor reserves the flexibility to change this platform if deemed beneficial or necessary. It is anticipated that all speeches will be delivered online and live time during class time.

Meeting synchronously in the online environment should be approached and treated just as would in person gathering. To that end, the following expectations are clarified. Students should expect to arrive when class begins and remain until class ends. Students should have a functioning camera turned on with a live time feed that includes the student's face, and the student should be stationary (not moving around) during the class time. Students should not be engaged in other activities while attending class, such as (for example, but not limited to): driving an automobile, using a cell phone or operating other devices, watching or listening to other media, walking or otherwise moving around. Rather, students should be fully present to and engaged with the class while online. When students are logged into the synchronous meeting, but otherwise engaged or moving around, it is both disrespectful and distracting. Students doing this will be recognized as choosing not to participate in class and may be removed from the online meeting by the instructor without warning.

When students correspond with the instructor via email during weeks when the class is meeting, they can generally expect a reply within 24 hours. If students have complex or sensitive questions and concerns, they may be invited to discuss these with the instructor in a video chat platform rather than try to satisfy them via email. Assignment feedback and grades will generally be provided within a few days after all students have completed the delivering of a given speech assignment.

It is expected that interaction with the instructor and fellow students in the online environment will generally reflect in person interaction. To that end, it should be courteous and respectful, avoid inappropriate hostility, and be consistent with policies and guidelines set forth by the School of Communication and Journalism as well as the wider EIU community.

Note: Generally speaking, in order to participate satisfactorily online, the student must have the camera on and be in view live time as describe above throughout the duration of the class meeting time. Students choosing not to participate in this way will receive the participation point deduction described in the syllabus. Any exception to this policy will need to be approved by the instructor.

Tentative Schedule:

Week 1: Introduction and Orientation
Week 2: Introduction to Speech Research – No Class Monday 1-18
Week 3: Deliver Speech of Self Introduction
Week 4: Lecture/Discussion/Activities (LDA) – No Class Tuesday 2-2
Week 5: LDA – No Class Friday 2-12
Week 6: Deliver Informative Speech
Week 7: Deliver Informative Speech – No Class Wednesday 2-24
Week 8: Deliver Informative Speech / LDA
Week 9: Deliver Persuasive Speech
Week 10: Deliver Persuasive Speech – No Class Thursday 3-18
Week 11: Deliver Persuasive Speech
Week 12: Deliver Panel Speech
Week 13: Deliver Panel Speech – No Class Wednesday 4-7
Week 14: Deliver Panel Speech
Week 15: Deliver Personal Narrative Speech – No Class Thursday 4-22
Week 16: Deliver Personal Narrative Speech
Week 17: Final Exam Week

Spring 2021 Holidays and "Wellness Days" Include:
January 18
February 2, 12, 24
March 18
April 7, 22

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

Item	*Points Possible*	*Points Earned*
Participation	100	_____
Critical	50	_____
Speech of Introduction	100	_____
Informative	200	_____
Persuasive	200	_____
Panel Q&A	100	_____
Narrative	100	_____
Impromptu	50	_____
Exam 1	50	_____
Exam 2	50	_____
TOTAL	*1000*	_____

***All speeches and the critical assignment must be completed in order to pass.**