

**EASTERN ILLINOIS UNIVERSITY
DEPARTMENT OF COMMUNICATION STUDIES**

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: Section: CRN: Location/Time:

Instructor Name:

Office:

Email: Phone:

Office Hours:

Required Text: Grice, G. L., & Skinner, J. F. (2010). *Mastering public speaking* (7th ed.). Boston, MA: Allyn & Bacon.

Course 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

The syllabus, calendar, and course pack contain all the information you need to be successful in this course. You are responsible for knowing and being accountable for the information included in these documents. If you have a question about the class, these should be your first stop. Keep these documents handy and review them often.

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 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.

Speech Competition: The Communication Department hosts a Persuasive Speech Competition each semester for students enrolled in CMN 1310/1390. Finalists compete for cash prizes including \$500 for 1st place, \$300 for 2nd place, and \$100 for 3rd place. Visit the course webpage for more information: <http://www.eiu.edu/~commstudies/1310.php>

GRADING

Assignment	Possible Points	Your Points
Exam 1	70	
Exam 2	70	
Exam 3	70	
Critical Skills Assignments	100	
Ideas that Matter to Me Speech (3 minutes)	90	
Informative Speech (6 minutes)	150	
Persuasive Speech (8 minutes)	180	
Advocacy Speech (8 minutes)	120	
Participation	150	
Total	1000	

Grading Scale:

Grade	Points
A	1000 – 900
B	899 – 800
C	799 – 700
NC	699 and below

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Please note: 1. To receive credit for this course, students must earn a grade of “C” or higher.
2. Failure to complete all substantive speeches will result in a grade of “no credit.”

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. All typed assignments must also follow APA guidelines. The following website will be helpful: <http://owl.english.purdue.edu/owl/resource/560/01/>.

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: 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 have a documented disability and wish to discuss academic accommodations, please contact the Office of Disability Services at 581-6583.

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Class attendance and participation: Class attendance is expected. Course instruction includes a variety of in-class activities such as listening and speech development exercises, impromptu speeches, 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 period. Missing a class will put you behind and require the student to do “catch up” work on their own time. It is not your instructor’s responsibility to catch you up on what you missed in class. Bring all of your course materials (book, notes, notebook, handouts, etc.) to each class period.

Show respect for others by listening, taking turns, and not having side-conversations. Disruption of teaching and/or learning is a violation of the Student Code of Conduct. For the purposes of this class, “Disruption” is defined as, but not limited to: repeatedly leaving and entering the classroom without authorization, making loud or distracting noises, persisting in speaking without being recognized, and/or resorting to personal insults and challenges, taunts, crude behavior, physical threats or contact. You may not use a laptop or other electronic device in class such as cell phones or smart phones without the specific permission of the instructor. It is disrespectful and distracting to text message or use your phone in class. All electronics should be turned off or silenced completely (not just put on vibrate). If you use electronic devices, or disrupt the class in others ways, you may be asked to leave.

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 classroom communication, written work, or your oral presentations. If you disrupt the safety of our learning community you may be asked to leave.

Absences: Attendance is very important in a performance and skills based class like CMN 1310. The 2010 Student Catalog states: “Students are expected to attend class meetings as scheduled. When an absence occurs, the student is responsible for the material covered during the absence.”

Your grade will be reduced due to absences according to the following:

1. 0-2 absences = no reduction
2. For each absence beyond 2, 5% will be deducted from your final grade

Your allotted two absences should be reserved to take care of emergencies or illness. If you use these days as “personal days” and later become ill or have an emergency, your final grade will be penalized. Although the first two absences do not directly affect your final grade, you will still be held to the late work/make-up work policies, which means any absences may affect your final grade.

Lateness: Arriving to class late does not reflect well on your professionalism as a student. You are considered late if you arrive after I have taken attendance, which I will do every class period at the scheduled start time. Further, if you arrive more than 15 minutes late, you will be

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considered absent. Expect that I will begin class at the scheduled start time with important reminders, announcements, and other pertinent information. Therefore, it will be in your best interest to get to class a few minutes early so you will be ready to engage course materials at the scheduled start time. Two late arrivals will be considered one unexcused absence. Therefore it is possible for you to lose points off your final grade by lateness alone.

Late work: If you do not have your assignment ready to physically hand in when it is due 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 (your printer, your ink, etc) for not having an assignment ready. No emailed assignments will be accepted unless specifically noted in the assignment. Speech dates are scheduled in advance in order to allow you time to prepare and plan. The course schedule does not allow flexibility in rescheduling speeches. If you miss your speech date due to an unexcused absence, you will earn a zero on the assignment.

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 WebCT) daily for announcements and updates. You should also check your EIU email daily. Please communicate via email in a professional manner. While electronic communication is convenient at times, please take advantage of class time to ask questions, as email responses may be delayed up to 48 hours.

Speech Delivery:

- Speech days and order will be established well in advance. Students may NOT alter the speech order once it has been set.
- All of the speeches delivered in this course should be delivered extemporaneously and from notecards (except the Special Occasions speech); not memorized or read from a manuscript, but spoken conversationally.
- Look and dress professionally on your speech day, as this will also be a part of your speech grade. **NO:** No jeans, no hats, no gum, no flip flops, no exposed underwear, no exposed stomachs, no athletic shoes or clothing. **General guidelines:** Women: slacks, suit pants, skirt with blouse/shirt, or dress. Men: dress pants or khaki pants with collared shirt or button up shirt, dress shoes, jacket and tie are optional.
- Appearance is very important in professional settings and it is a large component of first impressions. A little extra starch in your shirt and polish on your shoes can make a big difference.

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.

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Ideas that Matter to Me Speech (3 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 other objects. This speech should be creative and engaging. An outline will be turned in graded as part of the speech. (See course pack for more information)

Ideas that Matter to My Community (Informative Speech, 6 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. (See course pack for more information)

Ideas that Matter to my World (Persuasive Speech, 8 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 use PowerPoint as a presentation aid for this speech. 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. (See course pack for more information)

Ideas that Matter to Society (Advocacy Speech, 8 minutes): In this speech, you will advocate for a position on a current and relevant social, cultural, or political issue. In order to be persuasive you will be required to cite at least 5 credible and relevant sources. As an advocate, you are encouraged to share informed personal opinions. You will not be required to turn in an outline for this speech, but you will be required to turn in your notecards and a references page. (See course pack for more information)

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. The final exam must be taken during the scheduled final exam period.

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

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