

**EASTERN ILLINOIS UNIVERSITY**  
**DEPARTMENT OF COMMUNICATION STUDIES**  
**CMN 1310-G: Introduction to Speech Communication**

**Term:** Fall **Section:** 008 **CRN:** 90572 **CU:** 3 **Location/Time:** Buzzard 1842; MWF: 2:00 – 2:50 p.m.

**Instructor Name:** Rodney K. Marshall, Ph.D. (aka: dr rod)

**Office:** Buzzard 1328

**Email:** rkmarshall@eiu.edu      **Phone:** 217-581-6003 (CMN office, Buzzard 2521)

**Office Hours:** MWF: 9:00 – 10:50 a.m.; 11:50 a.m. – 12:50 p.m.

**Required Materials:**

**Textbook:** Coopman, S. J., & Lull, J. (2012). *Public speaking: The evolving art* (3<sup>rd</sup> ed.). Boston, MA: Wadsworth Cengage.

**Course Webpage:** <http://www.eiu.edu/~cmnjou/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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**Welcome:** Welcome to Introduction to Speech Communication! I am excited to work with you this semester on developing your speaking and listening skills. This course is one of only a few that is required for all EIU students, which shows that the university values speaking and listening. In fact, speaking and listening is one of EIU's Undergraduate Learning Goals, along with writing and critical reading, critical thinking, quantitative reasoning, and responsible citizenship. The knowledge and skills you gain in this course will help you succeed in other courses you are taking and will take, in your careers, in your relationships, and in your communities. As you may know, national surveys find that good communication and listening skills are the most important skills employers look for in their employees. Also, students who do well in an introductory speech course are shown to be more successful in the rest of their college career. My default is to refer to you with the name that appears on my roster. If you have a preferred name that you would like me to use, please let me know. Again, welcome, and let's have a great semester!

**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 additional assignments as indicated by the instructor. Federal guidelines dictate that institutions should expect students to work for at least two hours outside of class for each hour of in-class instruction. That means that you should expect to work, on this class, at least six hours a week in order to earn credit for this course. The bulk of your out of class work time should be spent on chapter preparation assignments and speech preparation.

**Student Standards Statement:** The 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.

### GRADING

Assignment	Possible Points	Your Points
Chapter Quizzes	160	
Final	70	
Critical Skills Assignments	100	
Speech of Introduction (4 minutes)	70	
Informative Speech (7 minutes)	150	

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Persuasive Speech (9 minutes)	180	
This I Believe Speech (5 minutes)	120	
Participation	150	
<b>Total</b>	<b>1000</b>	

### Grading Scale:

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

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:** 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.

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**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.

**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](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.

**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, religion, 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 1310/90. The 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. Instructors will grant make-up privileges (when make-up is possible) to students for

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properly verified absences due to illness, emergency, participation in an official University activity, or participation in volunteer emergency work.”

For absences not “properly verified” your grade will be reduced according to the following:

1. 0-2 absences = no reduction
2. For each absence beyond two, 5% (50 points) will be deducted from your final grade

Your allotted two absences should be reserved to take care of emergencies or illness. Providing documentation for an absence may not “excuse” the absence, but such documentation, when provided promptly, may be used to determine whether or not a student can make up work.

**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 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 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 submit when it is due it will be subject to a 50% deduction. Assignments can always be turned in early. Assignments will only be accepted for late credit if they are turned in by the following class period. Please do not blame technology (your printer, your ink, etc.) for not having an assignment ready. 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 absence that cannot be “properly verified” (see the section on Absences above) 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.

**Course Design:** This course’s design is different from most you will take at EIU. If you look at the schedule of classes, you will notice that there are astericks (\*) by the dates. Assignments will be posted on Desire2Learn (D2L) and you will be responsible for completing them at your own pace so long as they are submitted by the time that they are assigned (more specific dates will accompany each assignment). Finally, this course will ask you to take “quizzes” along the way to demonstrate your understanding of the material covered in the textbook (more on this under course assignments).

**Electronic communication:** Students are expected to visit the course webpage (through D2L) daily for announcements and updates. I would like to have all our communication via D2L, the only reason to message my panther mail is for an emergency. Please be sure to let me know what class you are in.

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**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, or 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.

**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 other objects. This speech should be creative and engaging. An outline will be turned in graded as part of the speech.

**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 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.

**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.

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**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:** Individual Conferences – Prior to each speech, you are required to attend an individual conference, scheduled during class time, to meet with your instructor. Prior to the informative speech conference, you must have a topic and main points; prior to the persuasive speech conference, you must have a portion of your speech prepared to briefly present during your conference; prior to the final speech conference, you must have a concrete goal to discuss with your instructor.

### 008 COURSE CALENDAR

Date:	Content:	Assignments/To Do:
*M 08/19	<i>Introduction to Course</i> Review syllabus, calendar, and course policies	HW: Go to <a href="http://www.eiu.edu/~commstudies/1310.php">http://www.eiu.edu/~commstudies/1310.php</a> and complete the Assessment Survey
*W 08/21	<i>The Evolving Art of Public Speaking</i>	Take tests online: Chp. 1, Chp. 2, Chp. 12
*F 08/23	<i>Building Your Confidence</i>	
*M 08/26	<i>Delivering your Speech</i>	
*W 08/28	Deliver Speech of Introduction	
*F 08/30	Deliver Speech of Introduction	
M 09/02	<b>LABOR DAY</b>	One-page self-evaluation due online NO CLASS
*W 09/04	<i>Ethical Speaking and Listening</i>	
*F 09/06	<i>Developing Your Purpose and Topic</i>	Take tests online: Chp. 4, Chp. 8 1-2 page self-evaluation due online
*M 09/09	<i>Adapting to Your Audience</i>	
*W 09/11	<i>Researching Your Topic</i>	
*F 09/13	<i>Supporting Your Speech</i>	
*M 9/16	<i>Organizing and Outlining Your Speech</i>	
*W 9/25	<i>Delivering Your Speech</i>	
*F 9/27	<i>Informative Speaking</i>	Take tests online: Chp. 13, Chp. 6
**M 9/30	<b>Individual Conferences</b>	Take tests online: Chp. 7, Chp. 5,
**W 10/02	<b>Individual Conferences</b>	Take tests online: Chp. 9, Chp. 3
**F 10/4	<b>Individual Conferences</b>	
**M 10/07	<b>Individual Conferences</b>	
**W 10/09	<b>Individual Conferences</b>	Take tests online: Chp. 14, Chp. 15
F 10/11	<b>FALL BREAK</b>	<b>NO CLASS</b>
*M 10/14	Deliver Informative Speeches	
*W 10/16	Deliver Informative Speeches	
*F 10/18	Deliver Informative Speeches	
*M 10/21	Deliver Informative Speeches	

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*W 10/23	<i>Persuasive Speaking</i>	
*F 10/25	<i>Understanding Argument</i>	
*M 10/28	<i>Using Language Effectively</i>	
**W 10/30	<b>Individual Conferences</b>	
**F 11/01	<b>Individual Conferences</b>	
**M 11/4	<b>Individual Conferences</b>	
**W 11/06	<b>Individual Conferences</b>	Take tests online: Chp. 10, Chp. 11
**F 11/08	<b>Individual Conferences</b>	
* M 11/11	Deliver Persuasive Speeches	
* W 11/13	Deliver Persuasive Speeches	
* F 11/15	Deliver Persuasive Speeches	
*M 11/18	Deliver Persuasive Speeches	
* W 11/20	<b>Special Occasion and Group Speaking In Class Work on Final Speech</b>	
**F 11/22	<b>Individual Conferences</b>	One-page self-evaluation due online
M 11/25	<b>NO CLASS – Thanksgiving Break</b>	<b>NO CLASS</b>
W 11/27	<b>NO CLASS – Thanksgiving Break</b>	<b>NO CLASS</b>
F 11/29	<b>NO CLASS – Thanksgiving Break</b>	<b>NO CLASS</b>
**M 12/02	<b>Individual Conferences</b>	Take tests online: Chp. 16 2-3 page self-evaluation due online
*W 12/04	Deliver Final Speech	
*F 12/06	Deliver Final Speech <b>Review for Final Exam &amp; Course Wrap-Up</b>	HW: Go to <a href="http://www.eiu.edu/~commstudies/1310.php">http://www.eiu.edu/~commstudies/1310.php</a> and complete the Assessment Survey
* FINALS 12/11	<b>FINAL Tuesday, 2:45 – 4:45 p.m.</b>	

\* **You Must Attend Class**

\*\* **You Must Attend Your Conference w/ Your Instructor**

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