

CMST 4326 Advanced Public Speaking ~ Tuesdays and Thursdays, 3:30-4:50 p.m.
Syllabus – Fall 2024 ~ CAS 158

Instructor: Lorri Allen – please call me “Professor Allen” or Ms. (pronounced “Miz”) Allen.
Office: FAC 2012, 903-566-6120 Email: LorriAllen@UTTyler.edu – this is my preferred method of contact, NOT through Canvas.

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| OFFICE hours: Tuesdays and Thursdays 10 a.m. to noon and by appointment at your convenience. Meetings can be held in person or by the virtual method you prefer. |
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Prerequisite course: CMST 1315

Course Overview: An in-depth exploration of writing and delivering speeches appropriate for the occasion and goal. You’ll learn techniques to gather information for different audiences. You’ll analyze and evaluate content, organization and delivery.

Communicating clearly and efficiently helps in any career.

“If you improve your communication skills, I will guarantee you that you’ll earn 10% to 50% more money over your lifetime.” – Warren Buffett

Improve your **speaking, critical thinking, creativity** and **writing** skills in this course by paying attention to assignment details and keeping up with required reading.

Student Learning Outcomes:

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| 1) Improving formal presentation skills |
| 2) Mastering informal speaking skills |
| 3) Demonstrating analysis-critical thinking-evaluation |
| 4) Writing clearly and using creativity |

By the end of this course, you’ll be able to:

- Speak on a moment’s notice (i.e., ad lib) comfortably, confidently and clearly.
(Competency: Advanced presentation skills)
- Write and deliver speeches aimed toward a goal and specific audience.
(Competency: Writing, critical thinking, advanced presentation skills, storytelling, creativity)
- Evaluate your own and others’ delivery in an effort for continuous improvement.
(Analysis, critical thinking, evaluation)

Every assignment helps you develop employable skills.

Required Textbooks and Reading:

- Your textbooks will be provided free of charge on the first day of class
- Handouts, articles posted on Canvas

Required Materials: Students need a recording device to capture classroom speeches for self-evaluations. Most smartphones and digital cameras have recording capabilities. You may need an SD card to store your speeches after recording them. Find a person in class to record your speeches (or bring a tripod); you also need a pen/pencil and something to WRITE on, although sometimes I will provide a worksheet.

Special Course Notes:

- 1) *Alternate Class Locations and Field Trips* –We will visit a podcast studio and the UT Tyler Archives and Special Collections.
- 2) *Guests:* To familiarize you with careers available to those who speak for a living, I may ask professionals to visit. Please be polite. Take notes, ask questions. Their material reinforces our lessons and may be found on exams.

Assignments and point values

- **Ad lib speeches** (8 at 10 points for 80 total): Designed to build confidence and ability to think and speak quickly.
- **Six presentations** (100 points each for a total of 500): These more formal assignments develop skills associated with advanced speakers.
- **Self and peer evaluations** (50 points each for a total of 100): By constructively reviewing yourself and your peers, you improve and help others get better, too.
- **Reflection questions** (Two at 10 points each for 20 total): Recent learning retention research indicates you keep lessons longer if you reflect on how they're helpful or how they contribute to a bigger goal.
- **Mid-Term** (100 points): Checks your comprehension and application of assignments.
- **Final** (100 points): Tests your application of skills learned through the semester.

***Note:** I'll give you a detailed rubric for each assignment. The rubric will also show you how the assignment relates to student learning outcomes as well as real-world skills.

Grading Scale:

| | |
|---|---------------------|
| A | 900 -- 1,000 points |
| B | 800 – 899 points |
| C | 700 – 799 points |
| D | 600 – 699 points |
| F | 599 points or below |

I'll grade your assignments as soon as I can; however, extra credit points aren't added to Canvas; I keep a separate spreadsheet. Keep track of your scores and come to my office if you want to confirm totals.

I use multiple assessment strategies so you can show mastery in different ways—it helps those who suffer from test anxiety, and I get an accurate measure of how much you have learned.

Grading rubrics: Even though each assignment has a rubric to guide you, the following apply to all assignments:

- **Clean copy.** Avoid grammar, spelling and punctuation errors.
- **Facts are important.** An error of fact results in a zero.
- **Names are just as important.** If you misspell a name (including mine), you will get a zero for the assignment.

In accordance with **Bloom's Taxonomy**, assignments increase in difficulty.

Assignment policy

- Use **Microsoft Word** to complete your writing projects. If this is a problem, see me soon to discuss options.
- Include your name, date, assignment name and course on the upper left of page 1.

Katie Morrow

Sept. 3, 2024

CMST 4326 "Great Speech Analysis"

(Clever Title – the assignment is not a title)

- You must turn in all assignments by deadline. ***No late assignments accepted.***

Assignments **must be turned in the way the rubric states.** If the assignment is not *submitted correctly*, it won't be accepted and earns a grade of zero.

WHY?

Being an excellent speaker requires good observation skills. Being a great employee in any field requires noticing details and following instructions. To reinforce these skills, assignments *and deadlines* will differ, *so read each rubric carefully.*

Truth, Honesty, Originality are important in any coursework.

Plagiarism or fabrication in any form is prohibited. Students caught plagiarizing or fabricating fail the assignment, may fail the class and will be subject to academic and disciplinary action.

Thanks to Emily Scheinfeld, Ph.D., for the following nuances:

- **Intent:** When reviewing a possible case of plagiarism, intent will not be taken into consideration. In other words, an act of plagiarism is plagiarism.
- **Mistakes and accidents:** The possibility you mistakenly or accidentally fabricated or committed plagiarism will not be taken into consideration.
- **Appeal to ignorance:** Your claim to ignorance about this policy is not a valid justification to plagiarize.

Forms of academic dishonesty include: Collusion— lending your work to another person to submit as their own; Fabrication— deliberately creating false information, and Plagiarism— the presentation of another person's work as your own.

The University requires its community to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The University will neither protect nor defend nor assume any responsibility for *student* violations of fair use laws. Violations of copyright laws could subject you to *federal and state civil penalties and criminal liability, as well as disciplinary action*.

Academic dishonesty is never tolerated by the University.

NO LATE ASSIGNMENTS are accepted. **So, it's better to turn in unfinished work and get *some* points rather than none.

***However, if you're having challenges not related to procrastination or time management, *talk to me at least 36 hours ahead of the due date*. I may extend your deadline.

- Speeches and adlibs must be delivered *in class*. If you have an *excused* absence, you have options. See me about them.
- Makeup Exams (mid-term, final) are not offered.

Note: Students late to class on test days will **not** be allowed to take the exam/quiz if others have already completed the exam and/or left the room.

Attendance Policy: Please read the UT Tyler [Class Attendance policy](#).

At the end of the semester, **if you've attended every class, you've come prepared, participated in discussions and remained engaged***, I'll add three points to your final total. You could go from an 897 (B) to 900 (A).

- Class attendance is required and expected.
- **Work does not** qualify as an excused absence.
- If you're sick, provide a doctor's note to earn an excused absence.
- If a close family member dies, send the obituary or funeral program for an excused absence. "Close" = *your* siblings, parents, child or grandparents.
- My children are my dogs, so while I understand the challenge of a sick pet, you can still carve 80 minutes out of your day to attend class.

CMST Advanced Public Speaking ~ Syllabus and Course Schedule subject to revision.

Rude, disrespectful or disruptive actions may result in **points subtracted** from your final grade—at my discretion.

Class Policies:

- A. Devices: Turn **off** all devices unless part of our class work. Allowing a phone or other device to ring or buzz disrupts class, especially if a student is delivering a speech. No text messaging or checking the time on your phone. Keep devices in your backpack unless notified otherwise. *Take notes by hand. *Engaged = not using your laptop unless it's part of the day's work.*
- B. No eating in class. Water in a container with a lid is permitted.
- C. Treat your classmates and me with respect and kindness.

Tips to succeed in this course:

#1 – Come prepared. You've read, watched or listened to the assigned content so you can use class time to discuss, ask questions or work.

#2 – Attend class. We only meet twice a week, so missing even one class means you may miss crucial instruction or that Aha! Breakthrough.

I offer flexibility for real-world emergencies such as COVID-19 and don't want you in class if you're contagious. I'll take appeals on a case-by-case basis.

#3 – Understand the assignment policy:

You're responsible for turning in all assignments by deadline. You're responsible for following instructions on how to submit assignments.

- Assignment due dates may change at the instructor's discretion with fair notice and *always to your benefit*.
- You must complete all assignments to pass. This does not mean, however, that merely completing all assignments guarantees a passing grade.

#4 – Practice classroom courtesies, described in "class polices" above.

#5 – Stay in touch:

- I use Canvas and email to communicate.
- Email policy: on weekdays, I'll do my best to answer you in 24 hours. On weekends, give me 48 hours.
- Text my personal cell if you have an emergency: 214-878-8610.

#6 – Realize Academic Honesty is the most important trait you can protect.

Careers – and grades – are lost when people cheat.

- Practice academic integrity and accept responsibility for your actions.
- Academic misconduct includes, but is not limited to, cheating, unattributed use of others' work (including test and paper "banks"), disruption of class, and discourtesy to, or harassment of, other students or me.

Artificial Intelligence policy

UT Tyler is committed to exploring and using AI tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools' ethical, societal, philosophical and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler's Honor Code. Faculty and students must not use protected information, data or copyrighted materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course (see below) is considered a breach of academic integrity. You will be subject to disciplinary actions as outlined in UT Tyler's Academic Integrity Policy.

For this course, AI is **permitted only for specific assignments or situations -- and appropriate acknowledgment is required.**

- a. This course has specific assignments where artificial intelligence tools (such as ChatGPT or Copilot) are permitted and encouraged. When AI use is permissible, it will be clearly stated in the assignment directions, and all use of AI must be appropriately acknowledged and cited. Otherwise, the default is that AI is **not allowed during any stage of an assignment.**
- b. During some class assignments, we may leverage AI tools to support your learning, allow you to explore how AI tools can be used, and/or better understand their benefits and limitations. Learning how to use AI is an emerging skill, and we will work through the limitations of these evolving systems together. However, AI will be limited to assignments where AI is a critical component of the learning activity. I will always indicate when and where the use of AI tools for this course is appropriate.

CMST 4326 ~ Fall 2024 Course Schedule ~ "C" means Canvas Module

| W | Day | Topic | Read <u>before</u> class | Due | CLASSWORK |
|---|---------|--|--------------------------|-----|--|
| 1 | T 8/27 | Determining needs, to succeed in class | | | Data sheet, Syllabus, texts, Scavenger hunt |
| | Th 8/29 | Why TED Talks matter | | | Ad lib #1 TED handouts explain TED Talk assignment |
| 2 | T 9/3 | How speeches have changed | Passport: 2-3, 17-18 | | Practice |
| | Th 9/5 | Delivery skills: movement, gestures | Passport: 14, 23 | | Ad lib #2 Practice |

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|----|-----------------|---|-------------------------|---------------------------------|---|
| 3 | T 9/10 | Delivery skills: Eye contact, facial expression | C: Delivery | | |
| | Th 9/12 | TED Talks | | TED Talks | Record your baseline |
| 4 | T 9/17 | Looking and sounding your best | Passport: 12-13, 15 | | TED talks, explain Book Review assignment |
| | Th 9/19 | Content and organization | Passport: 6-7, 16, 20 | | Ad lib #3 Practice |
| 5 | T 9/24 | Podcast Studios Tour | | Reflection questions 1 | |
| | Th 9/26 | Opens and closes | Passport: 4-5, 10 | | Ad lib #4 |
| 6 | T 10/1 | Book Reviews | | Book Reviews | Book Review speeches |
| | Th 10/3 | Evaluations | Passport: 15, 22 | | Explain Great Speeches analysis |
| 7 | T 10/8 | Handling Q&A | Passport: 8-9 | | Ad lib #5 practice |
| | Th 10/10 | What have you learned? | Passport: 21, 24 | | Explain Persuasive speech assignment, Exam review |
| 8 | T 10/15 | Midterm exam | | | Midterm |
| | Th 10/17 | Muntz Library Archives tour | | | |
| 9 | T 10/22 | What makes a great speech? | Passport: 11, 19 | | Ad lib #6 Critical thinking, analysis |
| | Th 10/24 | Great Speeches | | Great Speeches | |
| 10 | T 10/29 | Storytelling | C: Storytelling | | Ad lib #7 Practice |
| | Th 10/31 | Crisis and damage control | C: Crisis Communication | | Roleplays |
| 11 | T 11/5 | Persuasive speeches | | **VOTE** Persuasive speeches | |
| | Th 11/7 | Catch up – get ahead day | | | Ad lib #8 Explain Crisis and Choice assignments |
| 12 | T 11/12 | Crisis presentations | | Crisis presentations | |
| | Th 11/14 | Virtual Secrets | C: Going Virtual | Reflection questions 2 | Practice, explain Self Evals assignment |
| 13 | T 11/19 | Choice presentations | | Choice speeches | |
| | Th 11/21 | Professions | | | Guests |
| 14 | Week of Nov. 25 | Thanksgiving Break | | | No classes |
| 15 | T 12/3 | Self Evals | | Self Evals | |

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| | Th 12/5 | What have we learned? | | | Review for final |
| | Th 12/12 | Final 3:30-5:30 | | | Final exam |

Keep track of your grade with this table!

| Assignment | Points | Your score |
|--|--------------|------------|
| Ad lib 1 | 10 | |
| Ad lib 2 | 10 | |
| Ad lib 3 | 10 | |
| Ad lib 4 | 10 | |
| Ad lib 5 | 10 | |
| Ad lib 6 | 10 | |
| Ad lib 7 | 10 | |
| Ad lib 8 | 10 | |
| Self-evaluation | 50 | |
| Peer evaluation | 50 | |
| TED Talk | 100 | |
| Book Review | 100 | |
| Persuasive presentation | 100 | |
| Crisis presentation | 100 | |
| Choice: lecture, sermon, sales, campaign | 100 | |
| Great Speeches analysis | 100 | |
| Midterm exam | 100 | |
| Reflection Questions 1 | 10 | |
| Reflection Questions 2 | 10 | |
| Final | 100 | |
| Total | 1,000 | |

+ Extra credit opportunities will be offered