



## CMST 333 • Advanced Public Communication

Department of Communication Studies      Spring 2017  
Room: P 2804      Course ID: 006775  
Dates & Times: Tuesdays, 6:00—9:45pm      Section: 60

**Instructor:** Justin J. Rudnick, Ph.D. (“Dr. J”)  
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Office Hours: Schedule a meeting at <https://justinrudnick.youcanbook.me/>  
Mon / Tues / Thurs: 3:00—5:30pm (Online or In-Person)  
Wednesdays: 3:00—5:30pm (Online only)  
*\*I am also available by appointment. Please contact me to set up a meeting.*

### Required Texts:

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This course has one required textbook. It is necessary for the successful completion of this course:

Hostetler, M. J., & Kahl, M. L. (2012). *Advanced public speaking: A learner's guide* (1<sup>st</sup> ed.). New York: Routledge.

Additional required materials will be made available on the Desire-2-Learn (D2L) system (<https://mnsu.ims.mnscu.edu/>).

### Course Description and Objectives:

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The purpose of CMST 333 is to cultivate and refine your mastery of presentational skills through speech construction, delivery, and analysis. You should consider this course an advanced skills-based class. Although we will spend a short amount of time reviewing introductory public speaking skills, it is assumed you have some experience with public speaking. As such, this course will build on your existing knowledge and skills to help you master oral and written communication practices. This course will focus almost exclusively on practicing public communication skills through the development, delivery and critique of a variety of public speaking assignments.

Your successful completion of this course will fulfill the following learning objectives:

1. Identify personal weaknesses in oral and written communication;
2. Develop strategies to improve oral and written communication weaknesses;
3. Recognize effective oral and written communication practices in diverse contexts;
4. Interpret and explain complex or technical information;
5. Demonstrate effective oral and written communication practices in diverse contexts;
6. Analyze oral presentations for their strengths and weaknesses.

### **Attendance Policy:**

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CMST 333 is a performance-based class: you learn and master the course material by actively putting it into practice. As such, regular attendance and participation is required. I will take attendance every day and keep track of your meaningful participation in class discussions. You have the opportunity to miss two (2) class sessions without question. Missing more than two sessions will result in your final semester grade being lowered by 5% (the equivalent of ½ letter grade) for each absence beyond 2. Absences are *excused* if they are for *documented university-sponsored travel* or *dire personal emergencies*. As a final note: I am not responsible for “catching you up” if you miss class—it is your responsibility to stay current in your work. Please use your classmates as resources to assist you.

### **Work Policies:**

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Any late work will be subjected to an automatic 50% grade deduction. I will not accept ANY late work a week after the due date. You should also note that, because of the constraints of meeting only once per week, there is no guarantee you will be able to make up oral presentations if you miss your assigned date.

I also have stylistic expectations for all written work in this class. Any written work, unless specified otherwise, should comply with the following expectations:

- All work submitted electronically **MUST** be in a Word document, or a format I can open with Microsoft Word;
- Type your work and double-space everything;
- Use a serif font (either Times New Roman or Cambria);
- Margins should be 1” all around;
- Assignments more than one page should be stapled together;
- Assignments more than two pages should include a cover page with your name and the course number;
- Anything written by someone else and used in your assignment should be cited in-text and included in a reference section according to the American Psychological Association (APA) style guide, 6<sup>th</sup> edition.

If the above requirements are not met, I will return the work to you—ungraded—and you will have the opportunity to make corrections, subjected to the late work penalty.

### **Nondiscrimination and Classroom Etiquette:**

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We live in a multicultural world that is diverse, distinct, evolving, and complex. As an instructor, you can expect me to facilitate an amicable environment where ideas and thoughts can flow freely, creatively, and comfortably. As students, I expect you to enter our class with a similar commitment. We will entertain many ideas, hear conflicting perspectives, and remain open to challenging others and being challenged. As a final note, all Minnesota State Mankato nondiscrimination policies will be upheld and enforced in our class.

### **Accessibility and Academic Accommodations:**

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Minnesota State Mankato provides students with disabilities reasonable accommodation to participate in educational programs, activities, and/or services. Students with documented disabilities requiring accommodation to participate in class activities or meet course requirements should first register with Accessibility Resources (Memorial Library 132, ph: 507-389-2825, TDD 711, or email [Julie.Snow@mnsu.edu](mailto:Julie.Snow@mnsu.edu)) to establish an accommodation plan and then contact me as soon as possible. Through our Partnership Center, Minnesota State Mankato will cooperate with Normandale Community College to set up any accommodations you need to succeed in this class. I will gladly incorporate any accommodations you might need in order to successfully complete this course.

### **Rigor and Academic Honesty:**

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In keeping with Minnesota State Mankato's Academic Honesty policy, all work that engages in such inappropriate activities as plagiarism, cheating, or collusion will be subjected to the appropriate academic sanctions. These sanctions may include anything ranging from re-doing the assignment to receiving an automatic failing grade in the course. For more information on your rights and responsibilities as they relate to academic honesty, consult the university's policy at <https://www.mnsu.edu/policies/approved/academichonesty.pdf>.

### **Course Assignments and Grades:**

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The following grading scale will be used in this course:

A- = 90—92.9%	A = 93—96.9%	A+ = 97—100%
B- = 80—82.9%	B = 83—86.9%	B+ = 87—89.9%
C- = 70—72.9%	C = 73—76.9%	C+ = 77—79.9%
D- = 60—62.9%	D = 63—66.9%	D+ = 67—69.9%
	F = 0—59.9%	

Please note the definition of each letter grade:

- “A” is reserved for work that is exceptional;
- “B” is reserved for work that is above average;
- “C” is reserved for work that is average (i.e., meets the minimum expectations);
- “D” is reserved for work that is below average;
- “F” is reserved for work that is failing, late, or not submitted for evaluation.

**A note about contesting your grade:** If you have questions about your grade, I encourage you to come discuss your grade with me, with these limitations: (1) you may not ask me about your grade before you have received my feedback; and (2) I will not discuss grades more than 2 weeks after they are distributed.

**A note about final grades:** At the conclusion of the course, I will assign letter grades based on the above percentage scale. As indicated by the scale, *I will round grades to the nearest tenth decimal (0.x)*. I will not round beyond this, so do not ask me to. ☺

The following assignments will be completed by each student in the class. You can determine your percentage (and grade) by totaling the points you have accumulated and dividing those points by the number of points possible.

<u>Assessment:</u>	<u>Points Earned / Points Possible</u>
1. Initial Assessment & Goal Statement	____ / 15
2. Final Assessment	____ / 15
3. External Speech Critiques (2 @ 15 pts each)	____ / 30
4. Peer Critique Essays (4 @ 15 pts each)	____ / 60
5. Proposal Speech	____ / 50
• 1-Minute Pitch	____ / 20
• Draft Outline	____ / 10
• Final Outline	____ / 15
6. Civic Appeal Speech	____ / 75
• Draft Technical Report	____ / 10
• Draft Outline	____ / 10
• Final Technical Report	____ / 25
• Final Outline	____ / 15
7. Technical Speech	____ / 100
• Draft Technical Report	____ / 10
• Draft Manuscript	____ / 10
• Final Technical Report	____ / 25
• Final Manuscript	____ / 15
8. Storytelling Speech	____ / 75
• Draft Outline	____ / 10
• Final Outline	____ / 15
Total:	____ / 610

### Tentative Schedule

*Note: This schedule is subject to change at my discretion. I will attempt to give you fair warning and make reasonable accommodations if I need to adjust the schedule.*

<b>Week</b>	<b>Day</b>	<b>Topic</b>	<b>Assignment</b>
1	Jan 10	Introductions <i>Assign: Initial Assessment &amp; Goals</i>	
2	Jan 17	Redux: Organizing & Outlining <i>Assign: Proposal Speech</i>	Read: Ch. 3 (all) & pp. 193-195 <b>Due: Initial Assessment &amp; Goals</b>
3	Jan 24	Redux: Delivery Workshop: Delivery & Proposal Speech	Read: pp. 196-198 <b>Due: Draft Outline</b> <b>Due: 1-Minute Pitch</b>
4	Jan 31	<b>Proposal Speeches</b> <i>Assign: Civic Appeal Speech</i>	<b>Due: Final Outline</b>
5	Feb 7	Redux: Audience Analysis & Persuasive Appeals Writing Technical Reports	Read: Ch. 4 (all) & pp. 195, 199-203
6	Feb 14	Workshop: Technical Report & Civic Appeal Speech	<b>Due: Draft Technical Report</b> <b>Due: Draft Outline</b>
7	Feb 21	<b>Civic Appeal Speeches</b> Evaluating Speeches <i>Assign: External Speech Critiques</i>	<b>Due: Final Technical Report</b> <b>Due: Final Outline</b>
8	Feb 28	TCFL Guest Speakers <i>Assign: Technical Speech</i>	
—	Mar 7	No Class—Spring Break!	
9	Mar 14	Communicating Complex Information Working with Presentational Aids	Read: Ch. 7 (all) & Ch. 9 (all)
10	Mar 21	Workshop: Finding & Using Research	
11	Mar 28	Workshop: Technical Report & Speech	<b>Due: Draft Technical Report</b> <b>Due: Draft Manuscript</b>
12	Apr 4	<b>Technical Speeches</b> <i>Assign: Storytelling Speech</i>	<b>Due: Final Technical Report</b> <b>Due: Final Manuscript</b>
13	Apr 11	Speaking in Stories	Read: Ch. 10 (all)
14	Apr 18	Workshop: Storytelling Speech	<b>Due: Draft Outline</b>
15	Apr 25	<b>Storytelling Speech</b>	<b>Due: Final Outline</b>
F	May 2	<b>Final Assessments Due by 6:00pm</b>	