

**CMST 4326 Advanced Public Speaking ~MWF, 10:10-11:05 a.m.**  
*Syllabus – Fall 2025 ~ CAS 106*

Instructor: Lorri Allen – please call me “Professor Allen” or Ms. Allen  
FAC 2012, 903-566-6120 ~ [LorriAllen@UTTyler.edu](mailto:LorriAllen@UTTyler.edu) –preferred method of contact, *not*  
through Canvas.

<b>Student hours:</b> Mondays 3-5 p.m., Tuesdays 9:30-11:30 a.m. <b>and</b> by appointment.
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**Prerequisite:** CMST 1315

**Overview:** An in-depth exploration of writing, rehearsing 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.

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

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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:**

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

- 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.  
(Competencies: Writing, critical thinking, advanced presentation skills, storytelling, creativity)
- Evaluate your own and others' delivery 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-evaluation. Most smartphones have recording capabilities. You may need an SD card or external hard drive to store your speeches after recording them. You also need a pen/pencil and something to WRITE on, although often I provide a worksheet.

### **Special Course Notes:**

- 1) *Alternate Class Location/ Field Trips* –We'll walk to a couple of spots on campus.
- 2) *Guests:* To familiarize you with careers favorable to those who speak well, I ask professionals to visit. Please be polite. Take notes, ask questions. Their material reinforces our lessons and may be found on an exam.

### **Assignments and point values**

- **Ad lib speeches** (7 at 10 points for 70 total): Designed to build confidence and ability to think and speak quickly.
- **Seven presentations** (100 points each for a total of 700): These more formal assignments develop skills associated with advanced speakers.
- **Self and peer evaluations** (varying points): 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): Learning retention research indicates you keep lessons longer if you reflect on how they're helpful or how they contribute to a bigger goal.
- **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.

**Grading rubrics:** Even though each assignment has a rubric to guide you, the following apply to any written work, including slides:

- **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** Most assignments are speeches, so you **must be ready to present** on dates indicated by the course schedule. If you're not present on speech day, you could get a zero. Exceptions include excused absences and availability in the classroom schedule.

**Follow the directions** Being an excellent speaker requires good observation skills. Being a great employee in any field requires noticing details and following instructions.

**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.

- Speeches and adlibs must be delivered *in class*.
- Makeup Exams (mid-term, final) are not offered.

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

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 up to 5 points to your final total. You could go from an 895 (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 55 minutes out of your day to attend class.

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.** 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 have fever or you're contagious.

- 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.

**#3 – Practice classroom courtesies,** described in "class policies" above.

**#4 – 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.

**#5 – 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 are 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. 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 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'll work through the evolving systems together. However, AI will be limited to critical components of learning activities. I'll always indicate when the use of AI tools for this course is appropriate.

### CMST 4326 ~ Fall 2025 Course Schedule ~ "C" means Canvas Module

W	Day	Topic	Read <u>before</u> class	Due	CLASSWORK
1	M 8/25	Determining needs, to succeed in class			Intros, books, Scavenger hunt
	W 8/27	Impromptu speaking		Data sheet	Practice Ad libs
	F 8/29	Ad libs			Ad lib #1
2	M 9/1	Labor Day			No class
	W 9/3	Overcoming Fears	C: Overcoming Stage Fright		
	F 9/5	Why TED Talks matter			Ad lib #2 Explain TED Talk assignment
3	M 9/8	How speeches have changed			
	W 9/10	Delivery skills: movement, gestures	C: Delivery		Practice

	F 9/12	Delivery: Eye contact, facial expression			Practice
4	M 9/15	TED Talks		TED Talk	Record your baseline
	W 9/17	Looking your best			Explain Book Review
	F 9/19	Sounding your best			Ad lib #3 Practice
5	M 9/22	Content	C: Content	Reflection questions 1	Explain Speak Off assignment
	W 9/24	Organization, Structure			
	F 9/26	Opens and closes	C: Opens and Closes		Ad lib #4
6	M 9/29	Book Reviews		Book Reviews	Book Review speeches
	W 10/1	Handling Q&A			Ad lib #5 Practice
	F 10/3	Storytelling	C: Storytelling		Explain Persuasive speech assignment
7	M 10/6	Storytellers			Telling stories
	W 10/8	Speak Off		Speak Off	
	F 10/10	Using slides, props	C: Visual Aids		Practice, Explain Choice Speech
8	M 10/13	Persuasive speeches		Persuasive speeches	
	W 10/15	Podcast Studios Tour			Explain Podcasting assignment
	F 10/17	Podcasting	C: Podcasting		
9	M 10/20	Choice speeches		Choice speeches	
	W 10/22	What makes a great speech?			Critical thinking, analysis Ad lib #6
	F 10/24	Microphone Etiquette			Walk to BRH
10	M 10/27	Podcast		Podcast	
	W 10/29	Ad libs			Ad lib #7
	F 10/31	Crisis Communication	C: Crisis Communication		Roleplays
11	M 11/3	Professions-attorney			Wendel Withrow
	W 11/5	Damage Control		Reflection questions 2	Explain Crisis assignments
	F 11/7	Team speaking			
12	M 11/10	Crisis Teams Workday			
	W 11/12	Crisis presentations		Crisis presentations	

	F 11/14	Crisis presentations			Explain Self Evals assignment
13	M 11/17	Virtual Secrets	C: Going Pro		Bring laptop
	W 11/19	Going Pro			Branding, types of speeches
	F 11/21	How to Rehearse			
14	Week of Nov. 24	Thanksgiving Break			No classes
15	M 12/1	Self Evals		Self Evals	Review for final
	W 12/3	Self Evals			
	F 12/5	What have we learned?			
	Th 12/10	Final 10:15 a.m. –	12:15 p.m.		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	
Self-evaluation	100	
Peer evaluation	10	
TED Talk	100	
Book Review	100	
Persuasive presentation	100	
Crisis presentation	100	
Choice: lecture, sermon, sales, campaign	100	
Podcast	100	
Speak Off	100	
Reflection Questions 1	10	
Reflection Questions 2	10	
<b>Final Exam</b>	100	
<b>Total</b>	<b>1,000</b>	

Up to 5 bonus points for perfect attendance, engagement; 5 bonus points in No Technology Club