

CMST 1315.001: Intro to Public Speaking
Spring 2026 ~ M/W/F 11:15 – 12:10 p.m. ~ CAS 106

Instructor: Lorri Allen – please call me “Professor Allen” or Ms. Allen

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Student hours: Mondays 2 - 5 p.m., Tuesdays 3-5 p.m. **and** by appointment at your convenience. Meetings can be held in person or remotely.

Overview: This course will transform you into a more confident, effective speaker, as well as an analytical thinker and critical listener. You'll study theories and principles of effective communication, practice applying these principles in a variety of assignments, and critique performances of other speakers.

Student Learning Objectives: Assignments refine your speaking skills, organizational strategies and preparation techniques. You'll also develop the ability to evaluate your audience and other speakers. By the end of the semester, you'll have learned to prepare and deliver several types presentations.

Other skills you will hone:

- 1. Critical Thinking:** Construct and articulate logical arguments to justify sound conclusions.
- 2. Communication:** Communicate and interpret ideas by reading, writing, listening and interpreting visual information.
- 3. Personal Responsibility:** Demonstrate this trait through polite and respectful interactions as well as listening intently during my lessons and your classmates' presentations.

Required Textbooks and Reading: No books to buy – your textbook is free. It and other resources are on Canvas.

The textbook can be challenging to download, so I'll put the essential parts on Canvas as modules.

Stephen E. Lucas, “The Art of Public Speaking, 13th edition.” New York: McGraw Hill, 2023. If you want the whole book, go to this link and follow the directions: ProQuest eBook Central:

<https://ebookcentral.proquest.com/lib/uttyler/reader.action?docID=6328469>.

Required Materials: **1)** Bring a recording device to capture your formal speeches for self-evaluation. Most phones have recording capabilities. You may need an SD card, external hard drive, or a cloud account to store your speeches after recording them. **2)** For each class, bring a pen/pencil.

Assignments and point values

- **Two easy, five-point assignments** at the start of the semester help me get to know you and ensure you understand the syllabus and plagiarism policy.
- **Three shorter, informal speeches** Designed to build confidence and the ability to think and speak quickly. These are worth up to 50 points each.
- **Five formal presentations** (100 points each for a total of 500): These are graded on content, organization and delivery. Four have required outlines due ahead of time to help you prepare. Each outline earns up to 25 points, while the speeches themselves are worth up to 100 points.
- **Self-evaluation:** One of the five speeches is a self-evaluation given at the end of the semester. By objectively reviewing your recordings, you improve.
- **Peer evaluation** (100 points): Throughout the semester, you'll learn how to offer constructive, helpful feedback. You earn this grade by attending classes on practice days as well as completing both written and verbal evaluations.
- **Reflection questions** (Two sets at 10 points each for 20 total): Recent learning retention research indicates you remember lessons longer if you reflect on how they're helpful or how they contribute to a bigger goal.
- **Team presentation** (20 points) This is a fun exercise that teaches you best practices for speaking with one or more people.
- **Final** (100 points): Tests your knowledge of applied skills learned through the semester.

***Note:** I'll give you a detailed rubric for each assignment. The rubric shows you how the assignment relates to 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

You earn your grade with **points**. Therefore, you won't have an "A" or "B" until later in the semester because you won't have had a chance to earn enough points.

I'll grade 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 using page 3 of your Course Schedule 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 all assignments:

- **Clean copy.** Avoid grammar, spelling and punctuation errors.

- **Facts are important.** An error of fact results in a zero.
- Spelling **names correctly is 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.

- Use **Microsoft Word** to complete your writing projects.
- Include your name, date, course and assignment name on the upper left of page 1.

Katie Morrow
 Oct. 3, 2025
 CMST 1315 "Persuasive Outline"
 (Clever Title – the assignment is not a title – Hint: describe your speech in a couple of words)

- You must turn in all assignments by deadline. **No late assignments accepted.**
- Assignments **must be turned in the way the rubric states.** Being a successful college student requires good observation skills. Being a great employee requires noticing details and following instructions, *so read each rubric carefully.*

Discussion of Grades: Ask questions about assignments, assessments and grades. This is an important part of learning. However, discussions of personal grades are private due to **FERPA laws.** Questions about grades and evaluations *can only take place in the privacy of my office.*

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 are 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.

Since NO LATE ASSIGNMENTS are accepted, 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 48 hours ahead of the due date*. I *may* extend your deadline. Speeches must be delivered *in class*. If you have *an excused absence*, you have options. See me about them.

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

At the end of the semester, if you've **attended and participated in discussions and remained engaged*** every class, I'll add up to five points to your final total. You could go from an 895 (B) to 900 (A).

- **Class attendance is required and expected.** Because this is a skills-based course, missing classes means you miss out on spontaneous feedback or instructions that may not be repeated.
- **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 they're part of our class work. Allowing a 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 or phone unless it's part of the day's work.*

Ask me about the “No Technology Club!”

- B. No eating in class. Drinks in a container with a lid are permitted.
- C. Treat your classmates and me with respect and kindness.

Tips to succeed in this course:

#1 – Come prepared. Read, watch or listen to the assigned content so you can use class time to discuss, ask questions or work.

#2 – Attend every class. Missing even one class means you may miss crucial instruction or that Aha! Breakthrough.

But don't come to class *if you have fever or disgusting symptoms*. Excused absences are granted only with a doctor's note. The campus health clinic on Patriot drive is free.

#3 – Understand the assignment policy. If it doesn't make sense, ask me to explain it a different way. I love seeing students learn and succeed!

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 my discretion with fair notice and always to your benefit.
- You must complete all assignments to pass. This does not mean, however, that 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 only if you have an emergency: 214-878-8610.

#6 – Realize honesty is the most important trait you can protect. Careers, respect, reputations – 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 courtesy to, or harassment of, other students or me.

Artificial Intelligence policy – in general

UT Tyler is committed to exploring and using AI tools as appropriate for the discipline and task. 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. Users should be aware 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 (racist). Consequently, an AI tool should *not* be considered a substitute for traditional approaches to research. You're 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 integrity. You'll be subject to disciplinary actions as outlined in UT Tyler's Academic Integrity Policy.

AI policy for CMST 1315.001

For this course, AI may be **permitted on certain assignments**—I'll let you know which ones when the time comes, so *consider it off limits until told otherwise*.

For speeches, it's important for you to be original, unique and creative. So, at this stage of your craft, all of your brainstorming, research, writing, design and any other facets of the assignment process *must be your own without any assistance from any of AI programs or apps*.

Large Language Models used in AI do not think nor fact check.

Bottom line: we don't want AI to do the thinking for you.