

CM316 Multimedia Communication

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Course Description

The primary focus of this course is creating and incorporating visual presentations during speech delivery. Other concentrations are 1) speaking and listening, 2) speech preparation, and 3) varieties of public speaking. Students will perform various types of speeches integrating technology into oral presentations.

Requirements

Although a specific text is not required for this course, the instructor will demonstrate or use online resources for learning how to create and present multimedia content and speeches.

E-mail & Online Learning

Students **MUST** activate their campus e-mail accounts with our college no later than one week into the semester. The instructor distributes and collects assignments via campus online resources such as campus e-mail and the online learning system. Students should check messages at least 2-3 times each week.

Software

Any special software required for this course is made available to students in selected campus computer labs. For example, this course will use MS PowerPoint, iMovie, etc.

Course Goals & Objectives

Upon completion of this course, students should be able to demonstrate knowledge of the communication process, communication skills and an understanding of the impact of personal attributes toward communication activities.

Students will also complete these specific objectives:

- to write preparation and speech **outlines** for the development and delivery of extemporaneous speeches.
- to be able to identify and demonstrate the **components** of a speech (Introduction, Body, Conclusion, and transitions).
- to develop and demonstrate the following proper style and **delivery** qualities when presenting a speech: maintaining eye contact, not using filler language, and using appropriate vocabulary for painting word pictures in a speech.
- to be able to create and use **visual** aids and slide shows as a supplement to the oral speech presentation.
- to demonstrate an ability to adapt a speech to a particular **audience**.
- to establish and build **credibility** when presenting a speech.
- to successfully deliver a **persuasive speech** with a grade of C or higher.
- to successfully incorporate audio and/or video (**multimedia**) clips smoothly into the presentation.
- to learn and apply the speech **checklist** to all speeches.
- to create and use slide presentations (**PowerPoint** or **KeyNote**).
- to meet **deadlines**.

Course Procedures

Attendance Policy

Class participation is vital. Significant portions of course material will be presented through in-class interactive assignments and discussions; therefore, attendance will directly affect your success and course grade. Each absence is a one-point deduction from the final course grade, and each tardy is a 1/2-point deduction from the final course grade.

If absences or tardies are because of college-sanctioned events (travel with athletics, Singers, etc.), then the absence or tardy will be recorded but will not carry a penalty unless the missed work can not be made up (guest speaker visits, class debates, etc.).

Responsibility Grade

This is a direct reflection of the student's attendance, conduct in the classroom, participation in class discussions, group work, interaction with peers, instructors and guests. This reflects issues of attitude, effort, attentiveness, timeliness, participation, the ability to work well with others, meeting deadlines, etc.

Automatic Grade Reductions

Reading a Speech

Presentations require extemporaneous speaking style, not manuscript. Students who read or appear to read will receive zeroes on those assignments.

Missed Deadlines

Because of the nature of the business industry, timely communication, and the importance of time management skills in any field, this instructor does not give full credit for any assignment or in-class exercise after the deadline/due date. Late submissions result in a deduction of 20 points per each day after the deadline for the assignment or exercise. Each deadline for each assignment and exercise is clearly outlined in the course schedule of this syllabus, and the instructor usually reminds students frequently about upcoming deadlines. However, it is the responsibility of the student to keep up with deadlines and plan accordingly. If the student foresees a problem with meeting a deadline, for example an absence on that particular deadline date, then that student should plan to submit that assignment before the deadline and should talk to instructor to arrange that. Early submissions are always welcome.

Failure to Cite Sources

Assignments that intentionally or unintentionally omit sources will receive a grade of zero. The instructor may or may not give one warning, but do not expect two. This refers to written, visual, and audio sources. "In plain language, plagiarism is taking someone else's work and passing it off as one's own without proper acknowledgment or documentation" (www.ala.org, July 3, 2003).

Copyrighted Works

Unless the artists or their representatives have granted permission to use a copyrighted works, students will NOT be allowed to use copyrighted works in their projects. This includes--but is not limited to--music, film, images, etc. Violations will result in a grade of zero.

EC Distance Education Policy

Because some of this course is handled in an online format, please be aware of Emmanuel College's policy:

"Because of the nature of online courses, if a faculty member has any concerns that a student's work might not be his/her own, the College reserves the right to require any distance education student to take or re-take any quizzes or exams in a supervised setting. Furthermore, under such circumstances, the College reserves the right to base the entire course grade upon the results of a supervised comprehensive exam. Students refusing to take supervised quizzes/exams will be subject to administrative withdrawal from the course(s). Attempts by any student to buy, borrow, or steal work from another individual for the purpose of submitting that work as one's own will be treated as the equivalent of actually having submitted the work and may result in failure of assignment, failure of course, and/or expulsion from the College."

Dress Code

Students are expected to comply with the dress code of modesty in the current *Student Handbook*. When delivering speeches, please avoid ball caps and very casual clothing.

Examinations

Students who anticipate absences on exam dates should arrange to take tests before exam dates. Conversely, students who do not anticipate absences but are unable to attend class on exam dates should contact the instructor immediately. At the discretion of the instructor, students may or may not be allowed to complete late exams. Late exams must be completed within one week of the original exam date; a doctor's excuse or similar documentation is required to receive the opportunity to make up a missed exam. Failure to take exams on scheduled dates results in automatic elimination of any curve or bonus points which might be added to exam scores. The make-up version of the test may be a different format from the original version.

Speeches

Students are able to apply their knowledge of multimedia communication by preparing and delivering a variety of presentations. Students will use slide presentation software (such as PowerPoint) and digital story software (such as iMovie) as the primary multimedia tool during presentations. These are available in campus computer labs.

Calculation of Course Grade

Grading Scale

- A = 93-100, A- = 90-92
- B+ = 87-89, B = 83-86, B- = 80-82
- C+ = 77-79, C = 73-76, C- = 70-72
- D+ = 67-69, D = 63-66, D- = 60-62
- F = 0-59

Examinations...10%

- Mid-Term Exam = 10%

Speeches...80%

- Speech 1...5%
- Speech 2...5%
- Speech 3...10%
- Speech 4...10%
- Speech 5...15%
- Speech 6...15%
- Speech 7...20%

NOTE: Failure to satisfactorily complete Speech 7 will constitute a grade of F for the course. Communication majors must earn a grade of C or better in all communication courses.

Responsibility Grade...10%

Writing Across Curriculum Policy

This instructor grades all final assignments for correct grammar, spelling, etc. Any written work containing spelling or grammatical errors will not receive an A regardless of the content. For assistance, visit EC's Student Success Center on the second floor of Aaron.

Multicultural Objective

Students are expected to show respect for all, regardless of gender, ethnicity, cultural background, disability, religious viewpoint, etc.