

COURSE OUTLINE

Speech 101 (C-ID Number: COMM 110)
Public Speaking (C-ID Title: Public Speaking)

I. Catalog Statement

Speech 101 is an introductory course focusing on public speaking – the process of learning to speak in front of a group of people in a structured, deliberate, organized manner in a variety of public speaking environments. Through their reading of research-based theories and principles of human communication, and critical analysis of public discourse, students learn to research, compose, present and evaluate various types of speeches including informative and persuasive presentations. The course focuses on developing skills in the areas of language, listening, ethics and diversity, audience analysis, evidence evaluation, presentation skills and oral communication effectiveness. Through class discussions, written assignments, verbal and nonverbal communication exercises, and oral presentations, students learn the essential elements of public speaking and how extemporaneous speeches are used in personal and professional contexts. This course satisfies speech requirements for those students who expect to transfer to colleges and universities.

Total Lecture Units: 3.0

Total Laboratory Units: 0.0

Total Course Units: 3.0

Total Lecture Hours: 48.0

Total Laboratory Hours: 0.0

Total Laboratory Hours To Be Arranged: 0.0

Total Faculty Contact Hours: 48.0

Recommended Preparation: Eligibility for ENGL 101

II. Course Entry Expectations

Prior to enrolling in the course, the student should be able to:

- organize and write thesis-based essays which meet the standards for English 101 entrance;
- use organized, detailed examples, facts, logical explanations, and other appropriate support for thesis statements;
- analyze critically selected works that deal with important contemporary issues;
- summarize, analyze and synthesize information, express and apply standards for judgment, compare and contrast, and evaluate evidence in order to form and state reasoned opinions;
- compile and organize information through library research;
- demonstrate a command of grammar, diction, syntax and mechanics sufficient for English 101 entrance: communicating (both orally and in writing) in standard English, with few major errors in grammar and punctuation.

III. Course Exit Standards

Upon successful completion of the required coursework, the student will be able to:

- explain the basic principles of human communication;
- analyze their audience and communication environment;
- formulate a speech topic through analysis audience and research;
- analyze, synthesize and evaluate information;
- identify the purpose and occasion of the oral presentation;
- organize information into a logical and clear fashion;
- craft a full sentence outline;
- distinguish between fact and opinion;
- present orally information in a clear, confident, and fluent manner;
- evaluate the effectiveness of their presentation;
- demonstrate critical thinking and communication in listening and speaking;
- explain the ethical responsibility in the communication process;
- demonstrate theoretical knowledge through formalized testing and performance.

IV. Course Content

Total Faculty Contact Hours = 48.0

A. Introduction/Orientation (6 hours)

1. Introductions
2. Overview of the course
3. Ungraded speeches
4. The process of public speaking
5. Hearing and listening
6. Overview of the theories of public speaking
7. Ethical considerations concerning public speaking

- B. Informative Speaking (**12 hours**)
 - 1. Speeches to inform
 - 2. Planning and preparing speeches
 - 3. Methods of delivery
 - 4. Arranging and outlining related points
 - 5. Beginning and ending the speech
 - 6. Effective delivery (nonverbal communication)
 - 7. Ungraded extemporaneous speeches
 - 8. Informative speeches
- C. Audience Analysis (**3 hours**)
 - 1. Types of oral communication
 - 2. Speaker – Message – Channel – Audience variables
 - 3. Demographics
 - 4. Psychological, social, and cultural factors within audience analysis research and application
- D. Speaking with Visual Aids (**9 hours**)
 - 1. The function of visual aids
 - 2. Types of visual support
 - 3. Strategies and determining factors for visual aid use
 - 4. Selecting and using visual aids
 - 5. Visually aided speeches
- E. Group Presentations (**9 hours**)
 - 1. Rules, roles, norms and goals
 - 2. Presentations in teams
 - 3. Preparing for panels and symposia
 - 4. Participating in panels and symposia
 - 5. Responses to questions and objections
 - 6. Ungraded extemporaneous speeches
 - 7. Symposia – forum presentations
- F. Persuasive Speaking (**9 hours**)
 - 1. Theories, models, and methods of persuasive speaking
 - 2. Motivated Sequence
 - 3. Speeches to persuade and actuate
 - 4. Reasoning/argumentation
 - 5. Finding and using supporting materials
 - 6. Understanding the audience
 - 7. Conflict management/resolution methods

V. **Methods of Instruction**

The following methods of instruction may be used in the course:

- classroom lecture and discussion;
- collaborative group learning;
- educational technologies including word processing, Internet, and electronic presentation.

VI. Out of Class Assignments

The following out of class assignments may be used in the course:

- essays that respond, explain, analyze, argue, and/or evaluate a communication principle (e.g. explain how Monroe's Motivated Sequence is used to organize a persuasive presentation);
- reading assignments in the textbook and/or journal articles;
- quizzes;
- tests.

VII. Methods of Evaluation

The following methods of evaluation may be used in the course:

- at least four oral presentations in three different speech categories, which must include informative speaking and persuasive speaking;
- discussions and oral presentations;
- at least four written outlines;
- oral and written assignments of sufficient length and complexity to require students to demonstrate independent research, organization, critical thinking and communication skills;
- quizzes and tests;
- final exam.

VIII. Textbook(s)

Hair, Dan O., et al. *A Pocket Guide to Public Speaking*. Boston: Bedford/St.

Martin's, 2013. Print and online component.

12th Grade Reading Level. ISBN # 978-1-4576-0184-2

IX. Student Learning Outcomes

Upon successful completion of the required coursework, the student will be able to:

- synthesize evidence so as to logically construct and confidently deliver a speech appropriate for an occasion;
- demonstrate effective public speaking practices in personal and professional settings;
- demonstrate the ability to deliver speeches to diverse audiences in multiple contexts to meet the goals of the intended communication.