

Crafton Hills College

Course Outline

1. **Discipline:** Speech Communication
2. **Department:** Language Arts
3. **Course Title:** Elements of Public Speaking
4. **Course I.D.:** SPEECH 100
5. **Prerequisite(s):** None
Corequisite(s): None
Departmental Recommendation(s): Eligibility for ENGL 101 or concurrent enrollment in ENGL 015
6. **Semester Units:** 3
7. **Minimum Semester Hours:**
Lecture: 48 Lab: 0 Clinic: 0 Field: 0
8. **Need for the Course:**
 - A. Public speaking is a core class for communication majors and a class often required of non-majors; as such, it is an integral part of a comprehensive speech communication program.
 - B. This course is associate degree applicable, fulfills a general education requirement for the associate degree and is a requirement for students earning an associate of arts degree in speech communication as well as those in the retail management certificate program.
 - C. This course transfers to UC and CSU and fulfills the CSU GE and IGETC general education requirements for oral communication.
 - D. This course provides students from all majors and programs the opportunity to develop the public speaking and other oral communication skills necessary to secure employment and advance within their chosen fields.
9. **Goals for the Course:**
 - A. To introduce students to the study of communication and work toward enhancing their oral communication skills.
 - B. To inform students of the basic elements of public communication including preparation, organization, research, argument, and delivery.
 - C. To provide students with the opportunity to develop their proficiency in preparing and executing public presentations.
 - D. To provide students organizational, research, and critical thinking skills applicable to and necessary for other college-level work.

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Semester Effective: Fall 2005

10. Catalog Description:

Introductory study and training in public communication including the concepts, principles, and skills required to prepare relevant, audience-centered speeches. Development of skills including listening, organization, research, delivery, and critical evaluation of communication messages.

11. Schedule Description

Introductory study and training in public communication.

12. Entrance Skills:

A. Requisite Skills: None

B. Recommended Skills:

It is highly recommended that students entering this course be able to:

1. apply the rules of punctuation, spelling, and mechanics.
2. write a coherent paragraph, sustaining one idea.
3. read and accurately summarize essays of several paragraphs in length.

13. Course Objectives:

Upon satisfactory completion of the course, students will be able to:

- A. identify the various elements of the communication process and analyze their effect on the public speaking process
- B. demonstrate effective listening behaviors
- C. discuss the role of law and ethics have on the public communication process
- D. demonstrate strategies to overcome communication apprehension
- E. utilize effective brainstorming to generate speech topics
- F. identify the purposes of public speaking and construct speeches in an effort to satisfy those purposes
- G. compose well-written thesis statements
- H. identify and employ appropriate strategies to organize ideas within a speech
- I. compare and contrast the functions of an effective introduction, body, conclusion, and transitional statements within a speech
- J. demonstrate effective outlining procedures
- K. demonstrate effective research techniques
- L. analyze and evaluate sources of information
- M. compare and contrast the use of various forms of information including facts, statistics, testimony, examples, and narratives
- N. document sources of information utilized to construct a presentation
- O. identify, plan, create, and correctly utilize presentational aids
- P. analyze the characteristics of the speaking occasion and audience
- Q. demonstrate effective use of language, nonverbal communication and voice in an effort to successfully communicate ideas to an audience
- R. compare, contrast, and utilize appropriate styles and methods of delivery
- S. develop effective arguments through support and refutation
- T. compare and contrast appeals based on ethos, logos, and pathos
- U. demonstrate effective reasoning in an effort to support a persuasive appeal
- V. prepare and present informative, persuasive, and other types of speeches which are relevant, well-organized, well-rehearsed, and audience-centered

- W. analyze their own strengths and weaknesses as speakers and improve upon areas of weakness
- X. analyze and evaluate the speeches of others

14. Representative Texts and Instructional Materials:

- Beebe, S.A. & Beebe, S.J. (2002). *Public Speaking: An Audience Centered Approach (4th edition)*. New York: Longman.
- DeVito, J.A. (2003). *The Essential Elements of Public Speaking*. New York: Longman.
- Jaffe, C. (2004). *Public Speaking: Concepts and Skills for a Diverse Society (4th edition)*. Belmont, CA: Wadsworth.
- Lucas, S.E. (2004). *The Art of Public Speaking (8th edition)*. Boston: McGraw Hill.
- McKerrow, R.E., Gronbeck, B. E., Ehninger, D. & Monroe, A.H. (2003). *Principles and Types of Public Speaking (15th edition)*. New York: Longman.
- Osborn, M. & Osborn, S. (2003). *Public Speaking (6th edition)*. Boston: Houghton Mifflin.
- Verderber, R.F. & Verderber, K.S. (2003). *The Challenge of Effective Speaking (12th edition)*. Belmont, CA: Wadsworth.
- Zarefsky, D.R. (2005). *Public Speaking: Strategies for Success (4th edition)*. New York: Longman.

15. Course Content:

- A. Public Speaking as Communication
 - 1. Defining communication
 - 2. Transactional model of communication
 - 3. Listening as a communication behavior
 - 4. Law and ethics of public speaking
 - a. First Amendment rights and responsibilities
 - b. Plagiarism
- B. Communication Apprehension
 - 1. Differences between “state” and “trait” speech anxiety
 - 2. Causes of communication apprehension
 - 3. Diagnosing communication apprehension
 - 4. Strategies for overcoming speech anxiety
- C. Topic Selection
 - 1. Brainstorming
 - 2. Purposes of public speaking
 - 3. Writing and using purpose statements
 - 4. Connecting the topic and purpose
 - 5. Writing thesis statements
- D. Analysis of the Occasion and Audience
 - 1. Analysis of environmental factors including size, time, context, etc.
 - 2. Anticipating audience expectations
 - 3. Demographic audience analysis
 - 4. Analyzing audience attitudes, beliefs, and values
 - 5. Methods of collecting audience data
- E. Speech Organization
 - 1. Identifying main points
 - 2. Patterns of organization (e.g., topical, chronological, spatial, cause-effect, problem-solution, etc.)

3. Organizing information within main points
 - a. Internal structure
 - b. Internal previews and reviews
4. Constructing introductions
5. Constructing conclusions
6. Transitional statements
- F. Outlining
- G. Research
 1. Sources of information
 2. Techniques for gathering sources
 3. Criteria for evaluating sources including recency, credibility, etc.
 4. Documenting sources
 - a. Bibliographic formats (e.g. APA, MLA, etc.)
 - b. Citing sources orally
- H. Presentational Aids
 1. Purposes and benefits of presentational aids
 2. Types of presentational aids
 3. Design principles and considerations
 4. Integrating presentation aids effectively into the speech
- I. Delivery
 1. Language use
 2. Nonverbal communication including eye contact, gestures, facial expression, posture, movement and personal appearance
 3. Vocal characteristics including rate, pitch, tone, volume, inflection, articulation, pronunciation, pauses, vocalized pauses, and projection
 4. Delivery style (e.g. formal delivery, conversational style, projecting authority, etc.)
 5. Methods of delivery including extemporaneous, impromptu, manuscript and memorization
- J. Informative Speaking
 1. Nature and purpose of expository speeches
 2. The purposes and forms of information including facts, statistics, testimony, examples, narratives, etc.
- K. Persuasive Speaking
 1. Role of persuasive speech in society
 2. Monroe's Motivated Sequence and/or other standard persuasive patterns of organization
 3. Argument and refutation techniques
 4. Ethos, logos and pathos
 5. Effective and ineffective reasoning
 - a. Deductive and inductive reasoning
 - b. Reasoning from analogy, cause, etc.
 - c. Logical fallacies
- L. Other Speaking Formats
 1. Introductory speaking
 2. Speaking for special occasions
 3. Impromptu speaking
 4. Group presentations

16. Methods of Instruction:

- A. Lecture
- B. Individual and small group presentations
- C. Small group discussion of reading assignments and pertinent concepts
- D. Activities and exercises in and outside of the classroom
- E. Written and oral feedback and evaluation of speeches

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- F. Analysis of videotaped student speeches
- G. Film, television, CD-ROM, and videotaped speeches to illustrate and analyze pertinent concepts

17. Assignments and Methods of Evaluation:

- A. Four to six substantive oral presentations including an informative speech and a persuasive speech (40-60%)
- B. Other speaking activities and exercises (0-20%)
- C. Written assignments including outlines, self critiques, and speech analyses (10-20%)
- D. Quizzes, tests and/or exams (10-30%)
- E. Active participation and listening behavior (0-10%)

18. Distributed Education Methods of Instruction: None