

Course Outline

Course Title: Introduction To Public Speaking

Common Course Title: SPC1608

Effective Term: Fall 2016 (Aug 22, 2016)

Credit Hours: 3 Units

Next Review : Aug 1, 2020

Contact Hour Breakdown: *(Per 16 week Term)*

Total: 48

Lecture:

Lab:

Clinic:

Other:

Requirements

This course does not have any required pre-requisites or co-requisites.

Course Description:

This course is designed to provide students with fundamental training and practical experience for speaking in public, business, and professional situations. Topics include: audience analysis, speech anxiety, critical listening, and preparation and delivery of speeches in various cultural contexts. Students will also learn to effectively incorporate audio and visual aids/ technologies for effective speeches. This is an international/intercultural competency course.

Course Outline

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Unit 1 : The Communication Process

General Outcome

1.0 Gain an understanding of the elements involved in the communication process.

Specific Learning Outcomes

1.1 Distinguish between intended and perceived messages.

1.2 Identify major elements in communication.

1.3 Identify effects of attitude, values, cultural experiences and emotion on perception.

Unit 2 : Language

General Outcome

2.0 Gain an understanding of the importance of language usage for effective public speaking in a variety of cultural contexts.

Specific Learning Outcomes

2.1 Adapt verbal delivery to various audiences and situations.

2.2 Identify appropriate usage of various speaking styles: manuscript, memorized, extemporaneous, and impromptu.

2.3 Develop vocabulary skills.

2.4 Distinguish between denotative and connotative word meanings.

Unit 3 : Listening

General Outcome

3.0 Gain an understanding of the importance of critical listening in public speaking situations.

Specific Learning Outcomes

- 3.1 Differentiate between active, empathic, critical and evaluative listening.
- 3.2 Differentiate methods that gain and maintain audience attention.
- 3.3 Apply critical listening skills as members of an audience.
- 3.4 Recognize the role and behaviors associated with listening depending on cultural contexts.

Unit 4 : Adaptation to the Audience

General Outcome

4.0 Gain an understanding of the effect of audience demographics on the topic, content and delivery of a speech. These include age, gender, cultural background and experiences.

Specific Learning Outcomes

- 4.1 Identify the importance of occasion and environment to message acceptance.
- 4.2 Select a topic appropriate to an audience.
- 4.3 Recognize factors associated with interpersonal attraction.
- 4.4 Identify the impact of source credibility (character, knowledge, and dynamism) on attitude change.
- 4.5 Relate audience attitude change to its hierarchy of needs.
- 4.6 Recognize theories of attitude change.

Unit 5 : Speech Preparation

General Outcome

5.0 Identify, locate and develop information required for an effective speech.

Specific Learning Outcomes

- 5.1 Identify major purposes underlying speech presentation.
- 5.2 Create a speech based on a specific thesis.
- 5.3 Distinguish types of evidence.
- 5.4 Develop the mechanics for locating supportive materials.
- 5.5 Identify forms of logical reasoning.
- 5.6 Recognize the importance of preparation and practice for speech presentation.

Unit 6 : Organizing and Outlining a Speech

General Outcome

6.0 Organize and outline speech materials.

Specific Learning Outcomes

- 6.1 Identify and distinguish types of outlines.
- 6.2 Organize materials for an effective speech.
- 6.3 Select and phrase main points and supporting points for the body of the speech.
- 6.4 Identify and distinguish methods which effectively introduce and conclude the speech.
- 6.5 Select and use effective transitions, attention holding devices, and attributions.
- 6.6 Prepare an outline using assigned standards.

Unit 7 : Delivery

General Outcome

7.0 Gain an understanding of the effect of nonverbal codes on message effectiveness for public speaking.

Specific Learning Outcomes

- 7.1 Identify nonverbal codes and how they differ in various cultures.
- 7.2 Distinguish functions performed by nonverbal messages as they relate to speech delivery.
- 7.3 Project natural animation to listeners through satisfactory use of posture, movement, gestures, eye contact, and facial expressiveness.
- 7.4 Project appropriate images to listeners through satisfactory use of posture, movement, gestures, eye contact, and facial expressiveness.
- 7.5 Demonstrate vocal volume, rate, quality, pitch, articulation, and pronunciation.
- 7.6 Project appropriate images to the audience through use of audio/visual aids/technologies.

Unit 8 : Speaking to Inform

General Outcome

8.0 Deliver one or more effective informative speech(es) using research sources.

Specific Learning Outcomes

- 8.1 Use oral citations to document use of outside sources.
- 8.2 Organize materials in a way that is logical and avoids bias.
- 8.3 Choose neutral vocabulary that is appropriate to the audience and speech purpose.
- 8.4 Choose supporting material from research sources that meet the test of recency, validity, and credibility.
- 8.5 Create a written outline and a reference page that conforms to assigned standard format.
- 8.6 Employ the impact of source credibility (character, knowledge, and dynamism.)
- 8.7 Choose a topic that increases audience understanding.

Unit 9 : Speaking to Persuade

General Outcome

9.0 Deliver one or more effective persuasive speech(es) using research sources.

Specific Learning Outcomes

- 9.1 Choose a topic that seeks to change or reinforce the audience's attitudes, values, beliefs, or behavior.
- 9.2 Choose supporting materials from research sources that meet the test of recency, validity, and credibility.
- 9.3 Organize materials to achieve a persuasive purpose.
- 9.4 Employ the impact of source credibility (character, knowledge, and dynamism.)
- 9.5 Create a written outline and a reference page that conforms to assigned standard format.
- 9.6 Relate audience attitude changes to its hierarchy of needs.
- 9.7 Utilize contemporary theories of attitude change.
- 9.8 Use oral citations to document use of outside sources.

Unit 10 : Formal Group Communication

General Outcome

10.0 Gain an understanding of the elements which facilitate formal group discussion.

Specific Learning Outcomes

- 10.1 Effectively participate in a group task.
- 10.2 Set an agenda for a meeting.
- 10.3 Practice conflict-resolution techniques.
- 10.4 Identify the roles and demonstrate the functions of effective group membership including leadership.

Unit 11 : Speeches for Special Occasions (Optional)

General Outcome

11.0 Gain skills of speech preparation for special occasions.

Specific Learning Outcomes

- 11.1 Identify various types of special occasions.
- 11.2 Adapt speech content to special occasions.
- 11.3 Adapt speech delivery to special occasions.

Unit 12 : Argumentation and Debate (Optional)

General Outcome

12.0 Understand how to construct, evaluate, and defend oral arguments.

Specific Learning Outcomes

- 12.1 Locate and record information that supports a specific proposition for debate.
- 12.2 Construct and present convincing arguments using sound reasoning and appropriate information.
- 12.3 Recognize logical arguments and fallacies in arguments.
- 12.4 Evaluate the probative force of evidence.
- 12.5 Develop the ability to spontaneously adapt a message in response to contrary information presented by an advocate of an opposing view.
- 12.6 Demonstrate the ability to refute arguments that are illogical or factually incorrect.
- 12.7 Effectively advocate for a proposition, while demonstrating command of verbal, nonverbal, and vocal communication skills.