

COMM-122: PUBLIC SPEAKING

Effective Term

Fall 2023

BOT Approval

5/12/2022

SECTION A - Course Data Elements

CB04 Credit Status

Credit - Degree Applicable

Discipline

Minimum Qualifications

And/Or

Speech Communication (Communication Studies) (Master's Degree)

Subject Code

COMM - Communication Studies

Course Number

122

Department

Communication Studies (COMM)

Division

Language and Developmental Studies (LADS)

Full Course Title

Public Speaking

Short Title

Public Speaking

CB03 TOP Code

1506.00 - Speech Communication

CB08 Basic Skills Status

NBS - Not Basic Skills

CB09 SAM Code

E - Non-Occupational

Rationale

Change Subject Code & Update textbooks

SECTION B - Course Description

Catalog Course Description

This course focuses on developing the skills needed to research, organize and present effective speeches for a variety of audiences and occasions. Additional topics include reducing speech apprehension, use of visual aids, argumentation, critical thinking and critical listening.

SECTION C - Conditions on Enrollment

Open Entry/Open Exit

No

Repeatability

Not Repeatable

Maximum Enrollment

30

Grading Options

Letter Grade or Pass/No Pass

Allow Audit

Yes

Requisites**SECTION D - Course Standards****Is this course variable unit?**

No

Units

3.00000

Lecture Hours

54.00

Outside of Class Hours

108

Total Contact Hours

54

Total Student Hours

162

Distance Education Approval**Is this course offered through Distance Education?**

Yes

Online Delivery Methods

DE Modalities	Permanent or Emergency Only?
Entirely Online	Permanent
Hybrid	Permanent
Online with Proctored Exams	Permanent

SECTION E - Course Content**Student Learning Outcomes**

Upon satisfactory completion of the course, students will be able to:	
1.	Develop and effectively present speeches for diverse audiences.
2.	Demonstrate critical and empathic listening skills.

Course Objectives

Upon satisfactory completion of the course, students will be able to:	
1.	Explain the basic principles and components of human communication, including speaker responsibilities and ethics and the relationship of the speaker to others.
2.	Analyze specific audiences and adapt speeches to the knowledge levels, attitudes, beliefs and social/cultural expectations of the specific audience.
3.	Research topics effectively by gathering appropriate support material from a variety of credible sources.
4.	Demonstrate effective use of a variety of visual aids, including PowerPoint presentations and/or other uses of technology.
5.	Organize and develop informative and persuasive speeches that promote interest, comprehension and retention.

6. Incorporate deductive and inductive reasoning to develop persuasive arguments.
7. Utilize a range of rhetorical stylistic devices to maximize the verbal impact of the message.
8. Identify the primary guidelines associated with presenting a range of ceremonial/special occasion speeches.
9. Determine the most appropriate delivery style for a given speech, and demonstrate effective extemporaneous and impromptu styles.
10. Demonstrate effective delivery behaviors including: maintaining eye contact, appropriate facial expressions, gestures, movements and vocal tone, and minimizing disfluency or distracting mannerisms.
11. Demonstrate critical thinking and effective communication skills, both as speakers and as listeners.
12. Critically evaluate the effectiveness of speeches given by oneself and others.

Course Content

1. General concepts
 - a. Principles of human communication
 - b. Importance of audience throughout selection, preparation and delivery
 - c. Types and elements of speeches
 - d. Types of delivery
 - e. Dealing with speech apprehension
 - f. Public speaking ethics and diversity
2. Audience analysis
 - a. Communication situation - audience, occasion, purpose and context
 - b. Selection of subject matter
3. Researching
 - a. Types of sources – interviews, printed materials, internet, media
 - b. Evaluating sources and evidence
 - c. Support material – effective use of facts, statistics, testimony, stories, examples, visual aids, analogies, definitions, etc.
4. Organization
 - a. Patterns – linear vs. circular, specific logical patterns
 - b. Outlining – principles, developing main and supporting points, adding support material, citing sources, transitions
 - c. Developing the introduction and conclusion – parts of each and techniques
5. Use of visual aids
 - a. Reasons to use
 - b. Types – object, demonstration, PowerPoint, video/DVD/recording, transparencies, blackboard/posters
6. Persuasion and argumentation
 - a. Inductive reasoning – developing arguments, errors
 - b. Deductive reasoning – developing arguments, fallacies
 - c. Use of emotion
 - d. Critical analysis of public discourse - critical listening skills and evaluation of communication effectiveness
7. Rhetorical style
 - a. Rhetorical forms
 - b. Language to avoid
8. Practice and delivery
 - a. Practicing – methods, reducing apprehension
 - b. Delivery – eye contact, movements, vocal tone
 - c. Responding to questions

Methods of Instruction

Methods of Instruction

Types	Examples of learning activities
Discussion	
Lecture	

Instructor-Initiated Online Contact Types

Announcements/Bulletin Boards
 Chat Rooms
 Discussion Boards
 E-mail Communication
 Telephone Conversations

Video or Teleconferencing

Student-Initiated Online Contact Types

Chat Rooms
Discussions
Group Work

Course design is accessible

Yes

Methods of Evaluation

Methods of Evaluation

Types	Examples of classroom assessments
Exams/Tests	
Quizzes	
Oral Presentations	All Oral presentations will occur in the face to face classes.
Class Participation	Speech evaluations and/or feedback.
Homework	

Assignments

Reading Assignments

1. Selected readings from text and/or articles or handouts as assigned For example: Read chapter 4 of "Public Speaking in a Diverse Society" and write 3 summary paragraphs about what you have learned. For example: Read chapter 2 in "A Speaker's Guidebook" and analyze one of the examples from your perspective.

Writing Assignments

1. Formal speech outlines/manuscripts for three or more speeches For example: Develop a complete formal speaking outline for a 5-7 minute informative speech. Be sure to cite at least three sources. 2. Speech evaluations For example: Review the DVD recording of your persuasive speech. Write an evaluation that identifies specific strengths and suggestions for improvement in your structure, content and delivery.

Other Assignments

Performances 1. Prepare informative, persuasive and ceremonial speeches 2. In-class individual and/or group exercises and/or speeches

SECTION F - Textbooks and Instructional Materials

Material Type

Textbook

Author

Fraleigh & Tuman

Title

Speak Up! An Illustrated Guide to Public Speaking

Edition/Version

5th

Publisher

Bedford St. Martin's

Year

2019

Material Type

Textbook

Author

O'Hair, Rubenstein, Stewart

Title

A Pocket Guide to Public Speaking

Edition/Version

6th

Publisher

Allyn and Bacon

Year

2019

Material Type

Textbook

Author

O'Hair, Stewart and Rubenstein

Title

A Speaker's Guidebook

Edition/Version

7th

Publisher

Bedford St. Martin's

Year

2017

Proposed General Education/Transfer Agreement

Do you wish to propose this course for a Local General Education Area?

No

Do you wish to propose this course for a CSU General Education Area?

No

Do you wish to propose this course for a UC Transferable Course Agreement (UC-TCA)?

No

Course Codes (Admin Only)**ASSIST Update**

Yes

CB00 State ID

CCC000556584

CB10 Cooperative Work Experience Status

N - Is Not Part of a Cooperative Work Experience Education Program

CB11 Course Classification Status

Y - Credit Course

CB13 Special Class Status

N - The Course is Not an Approved Special Class

CB23 Funding Agency Category

Y - Not Applicable (Funding Not Used)

CB24 Program Course Status

Program Applicable

Allow Pass/No Pass

Yes

Only Pass/No Pass

No