Course Outline for Communication Studies 1

FUNDAMENTALS OF SPEECH COMMUNICATION

Catalog Description:

COMM 1 - Fundamentals of Speech Communication 3.00 units
Fundamentals of speech communication; emphasis on developing, stating, organizing, and researching ideas, and presenting to an audience; includes developing the faculties of critical listening and problem-solving.

Strongly Recommended: ENGL 1A

Grading Option: Optional

Discipline:

<table>
<thead>
<tr>
<th>Units</th>
<th>Contact Hours</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Week Term</td>
</tr>
<tr>
<td>Lecture</td>
<td>3  52.50</td>
</tr>
<tr>
<td>Laboratory</td>
<td>0  0</td>
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<tr>
<td>Clinical</td>
<td>0.00 0.00</td>
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<tr>
<td>Total</td>
<td>3.00 3.00 52.50</td>
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Prerequisite Skills:
None

Measurable Objectives:
Upon completion of this course, the student should be able to:
1. research an original public speech;
2. select and employ an appropriate organizational pattern;
3. effectively present speeches to an audience;
4. employ accepted rules of criticism to the speeches of others;
5. demonstrate critical listening skills while observing speech presentations

Course Content:

1. Lecture topics:
   A. The nature and power of language
   B. Choice of appropriate topics and corresponding research materials
   C. Methods of finding information; evaluation of resource materials
   D. Organizing and outlining of speeches
   E. The skills of good delivery
   F. The types of public address:
      a. Lecture-demonstration speech
      b. Speech to inform
      c. Oral interpretation of literature
      d. Problem-Solution speech
      e. Persuasive speech
   G. Elements of persuasion

2. Types and uses of supporting materials
   A. Suggested speeches to be presented:
      a. Persuasion
      b. Ceremonial
      c. Informative
      d. Entertainment/Oral Interpretation

Methods of Presentation

1. Lecture/Discussion
2. Multimedia
3. Group discussion

Assignments and Methods of Evaluating Student Progress

1. Typical Assignments
   A. Interview and introduce a classmate in a 2-3 minute speech. Include details about their background, career goals, likes/dislikes, and any other interesting information you discover about them.
   B. Research and present a 7-9 minute persuasive speech. Choose a controversial social issue and build a case solidly arguing for one side. Using ethos, pathos, and logos develop persuasive strategies to reach your audience. You may use Monroe’s Motivated Sequence or Problem/Cause/Solution structure for this presentation. A minimum of 5 outside sources is required for this speech.
   C. Observe a formal speech and write a 4-6 page typed essay evaluating the presentation. Please critique their structure/organization, delivery style, and the context (time & space of the event) in your analysis. Use terms from course lectures and textbook to describe their performance specifically.

2. Methods of Evaluating Student Progress
A. Graded speech outlines
B. Graded oral presentations
C. Written final examination

3. Student Learning Outcomes
   Upon the completion of this course, the student should be able to:
   A. Recognize, define, and apply the principles of practical communication and communication theory
   B. Adopt an ethical perspective when presenting original ideas and/or incorporating the ideas of others
   C. Listen to, evaluate, and respond appropriately to the ideas of others
   D. Understand the variety of value systems people use in communication

Textbooks (Typical):

Special Student Materials
Abbreviated Class Schedule Description:

   Strongly Recommended: ENGL 1A