This course focuses on understanding and applying the fundamental principles of public speaking. Students will learn to structure, outline, and research various types of speeches. The course provides practical skills to help students present information clearly, reasonably, and persuasively by giving individual speeches. An emphasis on listening and critical thinking is also utilized in evaluating the speeches of others. UC Credit Limitations: COMM G110 and G110H combined—maximum credit, one course. C-ID COMM 110
COMM G110-Public Speaking

Marketing Management Option(Certificate of Achievement)
Retail Management(Certificate of Achievement)
Small Business Management Option(Certificate of Achievement)

GE AND TRANSFER REQUIREMENTS MET:
IGETC Area 1: English Communication
   1C: Oral Communication
CSU GE Area A: Communication in the English Language and Critical Thinking
   A1 - Oral Communication

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:

1. Construct and present a speech that demonstrates audience analysis, appropriate organizational structure, and verbal and nonverbal delivery skills.
2. Select and evaluate research in order to support ideas in a speech.
3. Formulate and express language designed to clarify the speech and add interest.
4. Demonstrate effective use of nonverbal elements in delivery through voice and body.
5. Develop the ability to appraise, critique, and support speakers and speeches.

COURSE OBJECTIVES:
1. Understand the role of Public Speaking in communication and its historical context.
2. Identify the ethical responsibilities of the public speaker.
3. Effectively manage communication apprehension.
4. Locate, critically evaluate, and use information effectively in preparing speeches and in evaluating the work of others.
5. Analyze the occasion and make appropriate decisions regarding topic selection, organization, supporting materials and presentation.
6. Conduct library information research to demonstrate a working knowledge of information search strategies to locate books, media (videos, audiocassettes, etc.), periodical articles, reference materials, and online resources.
7. Develop the body of the speech by including various forms of supporting material for each of the main points stated in the thesis.
8. Prepare effective introductions that gain the audience’s attention and conclusions that summarize main points.
9. Practice verbal and nonverbal presentation skills that are appropriate and effective within the assigned speech format.

Ⅰ Evaluation
I.1. Listen critically to the speeches of other students and provide constructive feedback (both oral and written) to encourage improvement.
I.2. Prepare written evaluations of student presentations or transcripts of speeches.

COURSE CONTENT:

LECTURE CONTENT:

A. Introduction and Overview of Public Speaking
   1. Communication in the modern world
   2. Classical origins of public speaking
   3. Communication models
   4. Electronic communication, social media and its effects on traditional public speaking
B. Audience and Situational Analysis
   1. Factors of audience analysis
   2. Factors of situational analysis

C. Listening
   1. Listening process
   2. Barriers to effective listening

D. Communication Apprehension
   1. Specific strategies for reducing and controlling apprehension
   2. Application of similar strategies to other communication situations

E. Ethical considerations for public speakers
   1. Ethical standards in public speaking as a speaker
   2. Ethical standards as a critical listener

F. Research Skills
   1. Information literacy
   2. Strategies for finding information and support material
   3. Standards for evaluation of information and support material

G. Organization
   1. Types of Speeches
   2. General formats for informative speaking
   3. General formats for persuasive speaking
   4. General formats for group presentations
   5. Introductions and Conclusions

H. Audiovisual Aids
   1. Importance of audiovisual aids
   2. Types of audiovisual aids
   3. Tools for the creation and presentation of audiovisual aids, including current presentation software

I. Language usage
   1. Clarity
   2. Vividness
   3. Emphasis
   4. Appropriateness

J. Delivery Skills
   1. Elements of vocal delivery
   2. Elements of nonverbal delivery
   3. Strategies to build a more skillful delivery

K. Informative Speaking
   1. Informative as opposed to persuasive
   2. Types of informative presentations
   3. Strategies for organizing and presenting information

L. Persuasive Speaking
   1. Persuasive as opposed to informative
   2. Types of persuasive presentations
   3. Strategies for organizing and presenting persuasive material

M. Speaking for Special Occasions
   1. Goals for speeches for special occasions

N. Group Presentations
   1. Formats for group presentations
   2. Strategies for group presentations
   3. Special considerations for group presentations
METHODS OF INSTRUCTION:

A. Lecture:
B. Online:
C. Independent Study:
D. Hybrid:

INSTRUCTIONAL TECHNIQUES:

1. Lecture on types of speeches as assigned, research, and outline techniques.
2. Discussion (large and small-group)
3. Oral and written critiques of classmates’ speeches.
4. Video and power point demonstrations.

COURSE ASSIGNMENTS:

Reading Assignments

Textbook

Out-of-class Assignments

As determined by instructor.

Writing Assignments

1. Major speeches (minimum of 3), such as:
   · Speech to describe a process
   · Speech of definition/description
   · Speech to persuade
   · Group presentation
2. Minor speeches such as:
   · Speech of introduction
   · Speech to entertain
3. Speech/speaker critique and analysis

METHODS OF STUDENT EVALUATION:

Midterm Exam
Final Exam
Short Quizzes
Written Assignments
Essay Examinations
Objective Examinations
Report
Projects (ind/group)
Problem Solving Exercises
Oral Presentations
Skills Demonstration

Demonstration of Critical Thinking:

All behavioral objectives require critical thinking. To summarize these objectives, students will be required to recognize the essential differences between informative and persuasive messages; they will research, evaluate and organize information in order to present speeches and evaluate the presentation of others.
**Required Writing, Problem Solving, Skills Demonstration:**

Students will participate in a variety of presentations, made either in front of faculty or other listeners, or in online environments, including: 1. Major speeches (minimum of 3), such as: speech to describe a process, speech of definition/description, speech to persuade and group presentation. 2. Mini-speeches, such as: speech of introduction, speech to describe a memorable experience or give a eulogy, speech to refute a classmate’s speech, and impromptu speeches. 3. Written Assignments, including preparation of written outlines for all major speeches, to include standard academic outlines and works cited (MLA or APA style).

**TEXTS, READINGS, AND RESOURCES:**

**TextBooks:**

**LIBRARY:**
Adequate library resources include:

**Comments:**

**Attachments:**

[Attached Files]