

Lassen Community College Course Outline

SPCH 1 Public Speaking

3.0 Units

I. Catalog Description

Theory and techniques of public speaking in democratic society. Discovery, development, and criticism of ideas in public discourse through research, reasoning, organization, composition, presentation, and evaluation of various types of speeches including informative and persuasive speeches. This course has been approved for hybrid and online delivery. Students must have regular access to a computer with Internet and be able to navigate an online learning system. The course has also been approved for incarcerated correspondence delivery with speeches recorded in front of a live audience.

Prerequisite: English 1

Prerequisite Skills:

1. Analyze college level reading material; understand concept of analysis and critical reading/writing.
2. Move beyond essay structure to essay style, logic and organization
3. Independently edit for grammar basics
4. Use accurate, specific and vivid language and a variety of sentence structures
5. Articulate a thesis and defend a view
6. Use college library as well as other sources for research; use MLA style of documentation
7. Master basic rhetorical forms (in writing) to support a claim; use a variety of styles, each appropriate to the purpose, context and audience of the essay (to be applied to speech development).

Recommended Preparation: Computer word processing skills are strongly recommended.

Transfers to both UC/CSU

General Education Area: D2

CSU GE Area: A1

IGETC GE Area: 1C

C-ID COMM 110

51 Hours Lecture, 102 out-of-class hours, 153 total student learning hours.

Scheduled: Fall, Spring, Summer

II. Coding Information

Repeatability: Not Repeatable, Take 1 Time

Grading Option: Graded or Pass/No Pass

Credit Type: Credit - Degree Applicable

TOP Code: 150600

III. Course Objectives

A. Course Student Learning Outcomes

Upon completion of this course the student will be able to:

1. Given either an informative or persuasive speaking situation, the student will organize, outline, and deliver an appropriate extemporaneous speech. Included

will be the correct utilization of sources, the development of well-founded and supported main ideas, rhetorical devices, transitions, and delivery techniques appropriate to the occasion.

2. When reviewing a public speaking event, the student will critically discuss the elements present in any speaking situation. Included in this discussion will be an analysis of the communication process: the speaker's delivery, the message, and the reactions of the audience.

B. Course Objectives

Upon completion of this course the student will be able to:

1. Explain the basic principles of human communication
2. Critically discuss the elements present in any speaking situation: role of the speaker, audience, message, medium and delivery techniques.
3. Demonstrate, with optional use of visual aids, preparation and delivery of an expository speech to explain to the audience a process that the speaker comprehends fully.
4. Compose a written program of oral interpretation to be delivered so that the thought and the emotions of the writer are evident.
5. Deliver a formal speech of introduction or commemorative speech which requires research on a historical character, nonfictional or fictional.
6. Deliver an informative speech of introduction which demonstrates their ability to organize information while communicating it accurately, clearly and in a meaningful manner.
7. Research and analytically organize written evidence for delivery of a persuasive speech.
8. Develop a written analysis of formal speech mechanisms utilized in a public speaking event outside of the classroom.
9. Explain their relationship and ethical responsibilities to others involved in the communication transaction.
10. Demonstrate the ability to be a critical thinker and communicator, both as a speaker and as a listener.
11. Analyze a communication situation, audience, occasion, and purpose as well as selection of subject matter.

IV. Course Content

A. Principles of Human Communication

1. Four categories of human communication
 - a. Dyadic
 - b. Small Group
 - c. Mass
 - d. Public speaking
2. Elements of Communication
 - a. Source
 - b. Receiver
 - c. Sending/Encoding and Receiving/Decoding Messages
 - d. Feedback
 - e. Message
 - f. Channel
 - g. Noise
 - h. Shared Meaning

- i. Context
 - 3. Transactional vs interactional communication
- B. Basics of Speech Making
 - 1. Coping with fears and nerves
 - 2. Models of the Communication Process
 - 3. Ethical responsibilities
 - 4. Approaches to public speaking delivery
 - a. Manuscript
 - b. Memory
 - c. Extemporaneous
 - d. Impromptu
 - 5. Speaking Vs Writing and Speaking Vs Conversation
 - 6. Confidence Building and managing speaking anxiety
 - 7. Listening Skills
 - 8. Audience Analysis.
 - 9. Supporting Materials
 - a. Narrative
 - b. Examples
 - c. Testimony
 - d. Facts & Statistics
 - 10. Research
 - a. Primary vs. secondary sources
 - b. Evaluating online sources
 - c. Citing sources
 - i. Written citation (APA or MLA)
 - ii. Oral citation
 - iii. Citations and presentation aids
 - 11. Fundamentals of Developing a Speech
 - a. Selecting a topic
 - b. Gathering material
 - c. Resources
 - d. Non verbal communication
 - e. Verbal communication
 - f. Development of introduction, body and conclusion
 - g. Devices and clinchers
 - 12. Introductions and Conclusions
 - a. Purposes of introduction
 - b. Methods of Attention (devices)
 - c. Purpose of Conclusion
 - d. Methods for Concluding (clinchers)
 - 13. Presentation Aids
 - a. Types of aids
 - b. Preparing presentation aids
 - c. Using presentation aids
- C. Development of a Demonstration Speech
 - 1. Use of props
 - 2. Use of visual aids
 - 3. Development of outlines
- D. Development of an Oral Interpretation
 - 1. Use and preparation of a script

2. Development of vocal variety
3. Development of Transitions
- E. Development of a Formal Speech of Introduction or Commemorative Speech
 1. Suggested formatting
 2. Researching of factual biographical information
 3. Development of detailed stories
 4. Citing of quotations
- F. Development of Informative Speeches
 1. Development of refined devices and clinchers
 2. Development of sources
 3. Types of speeches to inform
 - a. Speeches about objects
 - b. Speeches about processes
 - c. Speeches about events
 - d. Speeches about concepts
 - e. Speeches about people
 - f. Speeches about places
 4. Rhetorical Devices
 - a. Detail--facts, statistics and examples
 - b. Rhetorical questions
 - c. Antithesis
 - d. Series
 - e. Repetition
 - f. Parallelism
 - g. Contrast
 - h. Diction
 - i. Simile
 - j. Metaphor
 - k. Oxymoron
- G. Development of Persuasive Speeches
 1. Goals of persuasion
 - a. Influence attitudes
 - b. Influence beliefs
 - c. Influence values
 - d. Influence behaviors
 2. Motivation of Listeners to Change
 3. Types of Persuasion
 - a. Proposition of fact
 - b. Proposition of value
 - c. Proposition of policy
 4. Organization
 - a. Problem solution order
 - b. Monroe's motivation sequence
 5. Evidence and Proof

Types of proof: Logos, Ethos, Pathos
 6. Fallacies and reasoning

V. Assignments

A. Appropriate Readings

1. Students will be assigned appropriate readings in the text and other readings as assigned by the instructor
2. Students will be required to perform research in order to complete the requirements of several speech assignments.

B. Writing Assignments

1. All speeches require formal, typed outlines
2. Two (2) page typed critique of outside speaker or self-evaluation for commemorative, informative, and persuasive speeches.
3. Informal in-class writing assignments and critiques

C. Expected Outside Assignments

1. Reading of text
2. Preparation and practice of speeches
3. Completion of outside speaker report, peer-evaluations or self-evaluations

D. Specific Assignments that Demonstrate Critical Thinking

1. Development of a minimum of 7 speeches, including 5 prepared speeches, which demonstrate use of appropriate speech techniques, as well as analysis of materials, development of appropriate evidence and proof and use of rhetorical devices.
2. Completion of a critical analysis of an outside speaker.

Hybrid Delivery

Assignments for hybrid delivery are the same as for face-to-face instruction with the requirement that all speeches must be physically presented to an in-class audience and instructor; no synchronous online speeches will be allowed (example via Skype or CCC ConferZoom), nor may speeches be submitted via videotape or other recording method. Online delivery may include lecture notes, links to sample speeches and resources, evaluations of speeches, and use of online assignments. Online assignments may include posting to class learning module, participating in discussions (pairs, small group or entire class), submitting assignments online, and completion of online quizzes. Final exam must be conducted in-class.

Online Delivery

Assignments for online delivery are the same as for face-to-face instruction with the requirement that the final three speeches (commemorative, informative, and persuasive) are delivered synchronously to the instructor and classmates as a live audience using Zoom or similar technology. Instructor may choose to allow recorded speeches for earlier speeches. Online delivery includes instructor-generated lecture notes, links to sample speeches and resources, evaluations of speeches, and use of online assignments. Online assignments may include posting to class learning module, participating in discussions (pairs, small group, or entire class), submitting assignments online, and completion of online quizzes.

Correspondence Delivery (Incarcerated Instruction only)

In situations where traditional delivery onsite at prisons is not possible or cannot be continued (example: COVID), SPCH1 may be delivered via correspondence ONLY if all student speeches can be delivered to an audience of class peers and recorded for instructor viewing, grading, and feedback. Assignments should include evaluation of peer speeches. All aspects of instruction, including provision of lecture notes, readings, assignments, and other activities will be delivered via correspondence. Instruction via correspondence must be equivalent to instruction delivered via traditional, hybrid, and online deliveries. When possible and allowable with the CDCR institution, recordings of

sample speeches should be made available via electronic media to help students visualize what is expected of them with each speech.

VI. Methods of Evaluation

- A. Student's speeches are critiqued via written evaluation that refers to specifics such as:
 - 1. Delivery techniques - eye contact, volume, and rate
 - 2. Development of introductions and conclusions
 - 3. Use of devices and clinchers
 - 4. Inclusion of transitional statements
 - 5. Inclusion of researched material; appropriate written and oral citation of material
 - 6. Use of rhetorical devices and clear language
- B. A minimum of two tests or one final exam and multiple quizzes are required. Tests may include multiple choice and true-false questions but will be composed primarily of short answer/essay questions requiring students to identify and explain concepts. Examples of multiple choice questions are:
 - 1. According to your text, the three major goals of public speaking are informing, persuading and: demonstrating entertaining, actuating, seeing and convincing.
 - 2. Examples are especially helpful as supporting materials: add human interest to a speech, are not overly technical, are harder to manipulate than statistics or testimony, quantify a speaker's ideas, enhance a speaker's credibility.
 - 3. Examples of essay questions are: 1. Your instructor has referred to the communication model in lecture and throughout the course. Reproduce the model, correctly labeling all the parts. When you have completed the diagram, briefly explain why this model is important to the speaker and the listener. 2. Explain the role ethics plays in public speaking, both from the perspective of the speaker and the listener.

Hybrid Delivery

Methods of evaluation for hybrid are the same as for face-to-face instruction with the requirement that all speeches must be physically presented to an in-class audience and instructor; no synchronous online speeches will be allowed (example via Skype or CCC ConferZoom), nor may speeches be submitted via videotape or other recording method. Quizzes may be online or in-class. Final exam must be conducted in-class. Typed outlines must be submitted in class. Self-evaluations or speaker critiques may be submitted in class (typed) or online. Additional evaluation may be made relative to online discussions, postings to class learning module, responses to online assignments and in-class submission of assignments.

Online Delivery

Methods of evaluation for online delivery are the same as for face-to-face instruction. The final three speeches (commemorative, informative, and persuasive) must be delivered synchronously to the instructor and classmates as a live audience using Zoom or similar technology. Instructor may choose to allow recorded speeches for earlier speeches. All assignments will be submitted online, including typed outlines, typed self-evaluations and peer-evaluations, typed or handwritten study guides. Additional evaluation may be made relative to online discussions, interaction with classmates, postings to class learning module, responses to online assignments and in-class submission of assignments.

Correspondence Delivery (Incarcerated Instruction only)

In situations where traditional delivery onsite at prisons is not possible or cannot be continued (example: COVID), SPCH1 may be delivered via correspondence ONLY if all student speeches can be delivered to an audience of class peers and recorded for instructor viewing, grading, and feedback. All aspects of evaluation, including assignments, quizzes or exams, peer evaluations, and other activities will be completed via correspondence and must be equivalent to evaluation delivered via traditional, hybrid, and online deliveries. Speeches delivered live with classmates for recording shall meet the same criteria as are used for speeches delivered via traditional, hybrid, and online modalities.

VII. Methods of Delivery

Check those delivery methods for which, this course has been separately approved by the Curriculum/Academic Standards Committee.

Proposed addition of hybrid delivery

Traditional Classroom Delivery Correspondence Delivery

Hybrid Delivery Online Delivery

Hybrid Delivery

No less than thirty (30) hours of hybrid delivery will be face-to-face classroom time scheduled for classroom lecture, demonstrations, assessment, activities and student speeches. The remaining hours of class will be online and may include lecture, discussion, assessment and speech demonstrations as well as use of appropriate videos. All speeches and the final exam must be held in class.

Online Delivery

All aspects of the class will be delivered in an online environment. The final three speeches must be delivered by students synchronously to a live audience of instructor and classmates using Zoom or similar technology. Earlier speeches may be delivered asynchronously (recorded) or synchronously dependent on instructor preference.

Correspondence Delivery (Incarcerated Instruction only)

In situations where traditional delivery onsite at prisons is not possible or cannot be continued (example: COVID), SPCH1 may be delivered via correspondence ONLY if all student speeches can be delivered to an audience of class peers and recorded for instructor viewing, grading, and feedback and exams are proctored according to the conditions established by each instructor.

VIII. Representative Texts and Supplies

Required texts:

Prepare, Practice and Perform: Public Speaking for the 21st Century, 2022. An Open Education Resources Publication by College of the Canyons.

Zero Text Cost: Available online

<https://drive.google.com/drive/u/0/folders/1AivPSZMfMaXh8E7Qi8YRg5KEqodUbVnt>

For traditional, online, and hybrid deliveries: Additional required materials will be provided via Canvas for students to access online, download, and/or print.
For correspondence delivery: Additional required materials will be provided as part of the course packet.

IX. Discipline/s Assignment

Communication Studies, English

X. Course Status

Current Status: Active

Original Approval Date: 6/18/1990

Revised By: Laura Rotlisberger

Latest Curriculum/Academic Standards Committee Revision Date: 03/07/2023