

Course Objectives/Course Outline
Spokane Community College

Course Title: Public Speaking
Prefix and Course Number: CMST& 220

Course Learning Outcomes:

By the end of this course, a student should be able to:

- To relate effective speaking to the total communication process
- To practice active listening skills as an audience member
- To analyze audience characteristics and attitudes
- To adapt topics to a variety of audiences
- To study, research, organize, practice and deliver a wide variety of speeches varying Purposes
- To constructively evaluate student and professional public speakers
- Recording and brainstorming list of speech topics
- Writing a speech objective
- Research and select effective supporting materials for speeches
- Develop effective visual/audio and other forms of non-verbal support
- Writing a thesis statement
- Selecting an appropriate pattern of organization and writing an outline according to the chosen pattern with a complete introduction, body and conclusion
- Write appropriate introductions and conclusions
- Write at least one fully developed papers, using oral source citation and including a works cited page in MLA or APA form

Course Outline:

- I. Fundamental principles of preparing to speak in public
 - A. Selecting topics
 - B. Narrowing topics
 - C. Analyzing audiences
 1. Demographic Analysis
 2. Situational analysis
 - D. Researching and finding material
 1. Researching the topic
 2. Personal experience
 3. Developing strategies for researching topics from valid sources of information.
 - E. Supporting Material – functions and types
 1. Comparison
 2. Contrast
 3. Example
 4. Narratives
 5. Statistics, Polls and Studies
 6. Quotes and Testimony
 - F. Organizing ideas and materials
 1. Strategies for effective organization
 2. Patterns of organization
 3. Writing effective transitions for learning and retention.
 - G. Beginning and ending the Speech

Print Date: 7/22/14

1. The four functions of an effective introduction
2. The three functions of an effective conclusion
3. Writing introductions
- H. Fundamentals of Effective Speech Delivery
 1. Delivery Styles
 2. Verbal Delivery skills
 3. Vocal Delivery Skills
 4. Visual Delivery skills
 5. Effective Rehearsal techniques
- II. Application of Audience Analysis Fundamentals
 - A. Adapting presentations to audiences
 1. Hostile audiences
 2. Friendly audiences
 3. Neutral audiences
 - B. Motivating audiences
- III. Informative Speaking
- IV. Persuasive Speaking
 - A. Logic in persuasion
 - B. Psychology in persuasion
 - C. Developing Ethos
- V. Speeches for Social Occassions
 - A. Speech to entertain
 - B. Speech of tribute
 - C. Eulogy
 - D. Speaking to introduce
- VI. Evaluation of Speeches
 - A. Student speakers
 - B. Professional speakers