



## MASTER COURSE OUTLINE

Prepared By: Barbara Ann Bush, PhD

Date: March 2021

### COURSE TITLE

Public Speaking

### GENERAL COURSE INFORMATION

Dept.: CMST&	Course Num: 220	(Formerly: SPH 101)
CIP Code: 23.1001	Intent Code: 11	Program Code: N/A
Total Contact Hrs Per Qtr.: 55		
Lecture Hrs: 55	Lab Hrs: 0	Other Hrs: 0
Distribution Designation: Humanities HU		Credits: 5

### COURSE DESCRIPTION (as it will appear in the catalog)

The course aims to reduce students' anxiety in public presentations, emphasize speech preparation, enhance public speaking skills, extemporaneous speaking, and make students better able to evaluate their own performance and that of others. Students will present a variety of speeches (informative, persuasive, group, commemorative, etc.) from short and informal formats, to longer and more formal formats.

### PREREQUISITES

None

### TEXTBOOK GUIDELINES

Most recent edition of Hostetler and Kahl's *Advanced Public Speaking: A Leader's Guide*, New York: Routledge, open-source textbooks on <https://opencommed.org/>, or another textbook, or readings, with departmental approval

### COURSE LEARNING OUTCOMES

*Upon successful completion of the course, students should be able to demonstrate the following knowledge or skills:*

1. Demonstrate the ability to manage stage fright
2. Implement research in speech development
3. Organize a speech for central idea and subordinate points
4. Use verbal cues and nonverbal skills to enhance a spoken message
5. Present speeches which demonstrate effective non-verbal and vocal delivery skills
6. Demonstrate critical listening skills and the ability to evaluate speech communication
7. Present speeches which demonstrate the ability to successfully communicate a message to a single person, a small group, or many listeners in an audience
8. Analyze audience dynamics and plan a presentation accordingly
9. Use language which reaches the largest possible audience without being overly general.
10. Present speeches which cover a variety of styles and goals, though primarily focused on extemporaneous delivery.

### INSTITUTIONAL OUTCOMES

IO1 Students will be able to communicate clearly and effectively.

**COURSE CONTENT OUTLINE**

Topics Covered may Include:

1. Introductions
2. Self-evaluation
3. Impromptu speeches
4. Research
5. Organization
6. Outline
7. Ethos, pathos, logos
8. Informative speech
9. Group speech
10. Persuasive speech – Monroe’s Motivated Sequence, two-sided argumentation model
11. Commemorative speech or other special occasion speech
12. Self-evaluation

**DEPARTMENTAL GUIDELINES**

PO4 Should be assessed: Students will be able to recognize or articulate personal/interpersonal aspects of, or connections between, diverse cultural, social, or political contexts.

PO5 Should be assessed: Students will be able to solve problems by gathering, interpreting, combining and/or applying information from multiple sources.



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**DIVISION CHAIR APPROVAL**

2/24/2021  
**DATE**