



MASTER COURSE OUTLINE

Prepared By: Barbara Ann Bush, PhD

Date: March 2021

COURSE TITLE

Advanced Public Speaking

GENERAL COURSE INFORMATION

Dept.: CMST

Course Num: 229

(Formerly: SPH 201)

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)

This course is a mastery course that moves beyond the fundamentals of public speaking. In this class public speaking is understood as a primary means of motivating change, of developing critical thinking and self-reflection, and of creating connections across difference. The student will be introduced to rhetorical theory and will have the opportunity to apply their creativity to a range of assignments from storytelling to crisis speech making.

PREREQUISITES

CMST& 220 (Public Speaking) or instructor's permission

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://opencommmed.org/>, or another textbook with departmental approval

COURSE LEARNING OUTCOMES

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

1. Develop and improve upon the ability to conduct research, outline and deliver a public speech.
2. Assess an audience for its probable attitude, interests, beliefs, needs, and values toward a new proposal, and use these criteria as a way to build a relationship between the speaker and the audience.
3. Apply techniques for building speaker credibility, informing and explaining, helping audiences remember, appealing to audiences' needs, values and interests.
4. Generate advanced speech forms such as (but not limited to): storytelling, crisis speeches, proposals, eulogies, presenting legal briefs, parliamentary procedure, and speaking on camera.
5. Evaluate their own presentation and communication skills.
6. Differentiate between speaking contexts, and explain and create the appropriate speaking style and topic.
7. Develop knowledge and experience in Robert's Rules of Order (Parliamentary Procedure).
8. Develop a basic knowledge and experience in debating, to be able to express ideas and to defend them under direct challenge and develop skills in refutation.
9. Identify credible sources and real-world examples of online disinformation

10. Generate oral and written communication that is grounded in clear organization, proper citation, and error free writing
11. Assess speaker credibility

INSTITUTIONAL OUTCOMES

IO1 Students will be able to communicate clearly and effectively.

IO3 Students will be able to demonstrate teamwork, ethics, appropriate safety awareness and/or workplace specific skills.

COURSE CONTENT OUTLINE

1. Introductory speeches (impromptu)
2. Self-evaluation
3. Audience analysis
4. Finding your voice
5. Research that produces credible sources and strengthens speaker knowledge
6. Organization and outlining speeches
7. Eulogy
8. Writing a newspaper or magazine article
9. Fishbowl Assignment
10. Legal brief
11. Storytelling in an oral format
12. Crisis speech – on camera
13. Social media assignment
14. Podcast assignment
15. 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

DIVISION CHAIR APPROVAL

DATE