

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

Communication C1000 – Introduction to Public Speaking

3 hours lecture, 3 units

Catalog Description

In this course, students learn and apply foundational rhetorical theories and techniques of public speaking in a multicultural democratic society. Students discover, develop, and critically analyze ideas in public discourse through research, reasoning, organization, composition, delivery to a live audience and evaluation of various types of speeches, including informative and persuasive speeches.

Special attention will be given to learning how to prepare, organize and deliver a speech to a diverse audience, while demonstrating rhetorical sensitivity to diversity, equity, inclusion, and accessibility. Additionally, students will employ effective verbal and nonverbal practices while delivering a speech and managing communication apprehension (speech anxiety). Furthermore, students will utilize presentation aids, enhance listening skills, and ethically obtain and present speech content. *Formerly COMM 122. Not open to students with credit in COMM 122.*

Prerequisite

None

Course Content

Part 1:

- 1) Foundational rhetorical theories, including the canons of rhetoric and Aristotelian proofs, as well as relevant principles of human communication.
- 2) Critical analysis of historical and contemporary public discourse.
- 3) Ethical communication practices as senders and receivers.
- 4) Effective listening and principles of constructive feedback.
- 5) Rhetorical sensitivity to diverse audiences.
- 6) Adaptation to audiences, rhetorical situations, and purposes.
- 7) Types of speeches (for example, speeches to inform, persuade, entertain).
- 8) Outline and compose effective speeches based on purpose and appropriate subject matter, topic, thesis, and organizational patterns.
- 9) Research strategies for locating and critically evaluating ideas and information from primary and secondary sources.
- 10) Use of credible evidence and sound reasoning to support a variety of claims, including appropriate written and oral citations.
- 11) Effective practice and delivery skills using various modes of delivery.
- 12) Effective verbal and nonverbal practices while delivering a speech.
- 13) Techniques for managing communication apprehension.
- 14) Delivery of a variety of student-composed speeches, including Informative and Persuasive speeches.

Part 2:

- 15) Ethical practices in speech composition and delivery including truthfulness, accuracy, honesty and reason.
- 16) Maintaining accuracy and relevance in the use of evidence in speeches and presentations.
- 17) Conceptualization and demonstration of:
 - a. Reduction of communication apprehension.
 - b. Critical listening.
 - c. Topic selection.

- d. Analysis of diverse audiences.
 - e. Evaluation and criticism of live and recorded speeches.
- 18) Theoretical foundations of creating and sharing knowledge, including the Aristotelian proofs of ethos, pathos and logos.

Course Objectives

Part 1:

At the conclusion of this course, the student should be able to:

1. Apply rhetorical theories to create and analyze public speeches in a variety of contexts including historical and/or contemporary.
2. Formulate and implement effective research strategies to gather information and ideas from primary and secondary sources, evaluating them for credibility, accuracy, and relevancy.
3. Employ sound reasoning and construct compelling arguments in support of a guiding thesis and organizational pattern appropriate for the audience, occasion, and purpose
4. Demonstrate rhetorical sensitivity to diversity, equity, inclusion, accessibility, and belonging and adhere to ethical communication practices which include truthfulness, accuracy, honesty, and reason.
5. Compose and deliver a variety of speeches, including Informative and Persuasive speeches, to a live audience (one to many) using effective delivery practices.
6. Employ effective listening practices.

Part 2:

After this course, the student should be able to:

7. Engage in communication to effectively navigate various worldviews.
8. Effectively utilize relevant presentation aids.

Method of Evaluation

Part 1:

A minimum of three faculty-supervised, faculty-evaluated, oral presentations in front of a live audience (one to many), including an Informative speech of at least five minutes and a Persuasive speech of at least six minutes in length; speech outlines and works cited/references; critiques of speeches.

Part 2:

A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.

- 1) Written assignments such as outlines, self-analysis of speeches, chapter notes, and quizzes.
- 2) Faculty evaluation of student analyses.
 - a. Performance final or written exam.
 - b. Instructor assessment of participation in class including interaction in pairs, small groups and class activities.

Special Materials Required of Student

None

Minimum Instructional Facilities

Smart classroom with writing board, rostrum, display easel, video recording/playback equipment

Method of Instruction

- 1) Lecture, discussion, demonstration, group activities, and reading assignments.
- 2) Preparing, practicing, delivering and listening to speeches, live and recorded.
- 3) Class activities, including interaction in pairs and small groups.

Out-Of-Class Assignments

- 1) Required reading

- 2) Research for speeches
- 3) Speech preparation and rehearsal.
- 4) Written exercises (speech outlines, self-evaluation and peer evaluation of speeches).
- 5) (optional) Participation in outside speech or community events.

Representative Texts, Manuals, and/or OER that is equivalent, Other Support Materials:**Part 1:**

Texts used by individual institutions and instructors may vary based on local college practice.

Barton and Tucker. Exploring Public Speaking. (Latest edition). LibreTexts. (OER)

Mapes, M. Speak Out, Call In: Public Speaking as Advocacy. LibreTexts. (OER)

Cunill, M. Fundamentals of Public Speaking. (Latest Edition). LumenLearning (OER)

Floyd, K. Public Speaking Matters. (Latest edition.) McGraw-Hill.

Lucas, S. The Art of Public Speaking. (Latest edition.) McGraw-Hill.

German, K. Principles of Public Speaking. (Latest edition.) Routledge.

Part 2:

Gehrke, Pat, and Megan Foley. Contemporary Public Speaking. 1st ed., New York, W.W.Norton, 2023.

Jaffe, Clella. Public Speaking: Concepts and Skills for a Diverse Society. 8th ed., Belmont, CA, Wadsworth, 2016.

Supplementary texts and workbooks: As assigned by the instructor.

Exit Skills

Students having successfully completed this course exit with the following skills, competencies and/or knowledge:

- 1) Develop a clear, cohesive thesis and create a concise, balanced outline.
- 2) Acquire, organize and interpret research material.
- 3) Define and verbalize constructive oral and written feedback.
- 4) Manage communication apprehension in a public performance environment.
- 5) Recognize and demonstrate the characteristics of effective delivery.
- 6) Model different speech strategies in informative and persuasive speaking.
- 7) Present information using presentation aids.
- 8) Analyze and adapt a communication topic to a variety of diverse audiences and cultures.

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1) Analyze a communication situation, including audience, occasion, purpose; and selection of subject matter.
- 2) Research, write and deliver an effective public speech.