COURSE INFORMATION FORM

DISCIPLINE
Communications

COURSE TITLE
Advanced Public Speaking

CR.HR. 3  LECT HR. 3  LAB HR.  0  CLIN/INTERN HR.  0  CLOCK HR.  0

CATALOG DESCRIPTION

This course will provide students with additional practice in public speaking situations with special emphasis on organization, development of ideas, and mechanics of delivery.

PREREQUISITES
COMM 100

EXPECTED STUDENT OUTCOMES IN THE COURSE (ESO)

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

1. Define different types of speech organization.
2. Differentiate between speech expectations in varied situations.
3. Analyze demographic and situational variables in public speaking situations.
4. Apply audience analysis to the development of effective speeches.
5. Critique speeches.
6. Synthesize theories of public speaking to produce effective speeches.
7. Compose speeches which achieve clearly defined purposes for specific audiences.
9. Distinguish between logically sound and fallacious arguments.
10. Assess the effectiveness of speeches when evaluated in their historical context.
11. Design visual aids which advance the quality of a speech and reflect the ability to clarify ideas with high aesthetic quality.

GENERAL EDUCATION OUTCOMES (ESO)

Specify which general education outcomes, if any, are substantially addressed by the course. Numbers in parentheses identify the Expected Student Outcomes linked to the specific General Education Outcome.

Outcomes  ESO
PROGRAM-LEVEL OUTCOMES

CAREER AND TECHNICAL EDUCATION PROGRAM OUTCOMES
Specify which Career and Technical program outcomes, if any, are substantially addressed by the course by completing the “Career and Technical Education template” to show the relationship between course and program outcomes to assessment measures.

CLASS-LEVEL ASSESSMENT MEASURES
Student accomplishment of expected student outcomes may be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

1. Exams and Quizzes (1, 2, 3, 8, 9, 10)
2. Speeches (6, 7)
3. Evaluate students’ abilities to apply audience analysis (3, 4)
4. Peer critiques (5)
5. Analytic paper (5, 10)
6. Pre-speech analysis papers—(8, 9)
7. In-class demonstration of computer generated visual aids (11)
Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. Organization
   A. Organizational strategies (chronological, spatial, motivated sequence, cause-effect, problem-solution)
   B. Strategic introductions and conclusions (including functions and strategies)
   C. Internal structure and sub-structure (connectives, transitions)
   D. Analysis of purposes

II. Audience and situational analysis
   A. Demographic analysis
   B. Situational adaptation
   C. Applications/limitations of technology in specific situations

III. Mechanics of delivery
   A. Managing amplification systems
   B. Adapting to physical spaces (podium, staged areas)
   C. Projection
   D. Commanding the room (assertiveness, confidence)
   E. Handling visual and audio aids (including computer based technologies)
   F. Movement and nonverbal behaviors

IV. Idea development
   A. Focus of topic and purpose
   B. Extending analysis for longer speeches
   C. Analysis of language
      1. For appropriateness to audience and situation
      2. For increased vividness in examples
      3. For clarity

V. Analysis and critique
   A. Theoretical approaches to the study of public speaking
   B. Historical/contextual analysis of speeches