

**Course Outline for CMST 1**

**FUNDAMENTALS OF PUBLIC SPEAKING**

**Effective: Fall 2019**

**I. CATALOG DESCRIPTION:**

CMST 1 — FUNDAMENTALS OF PUBLIC SPEAKING — 3.00 units

Theory and techniques of public speaking. Discovery, development, and criticism of ideas in public discourse through research, reasoning, organization, composition, presentation, and evaluation of various types of speeches including informative and persuasive speeches; includes developing the faculties of critical listening and problem solving.

3.00 Units Lecture

**Strongly Recommended**

ENG 1A - Critical Reading and Composition  
 with a minimum grade of C

**Grading Methods:**

Letter or P/NP

**Discipline:**

- Communication Studies

	<u>MIN</u>
<b>Lecture Hours:</b>	54.00
<b>Total Hours:</b>	54.00

**II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1**

**III. PREREQUISITE AND/OR ADVISORY SKILLS:**

**Before entering this course, it is strongly recommended that the student should be able to:**

**A. ENG1A**

1. Critically read texts and materials from a variety of academic and cultural contexts, demonstrating in writing and discussion the ability to:
  - a. Summarize a thesis and main points;
  - b. Analyze main ideas;
  - c. Evaluate the validity and logic of the text's reasoning and support;
  - d. Create a coherent position or argument based on reading;
2. Write multiple-paragraph papers that:
  - a. Accurately and appropriately respond to a given assignment;
  - b. Develop a relevant, focused thesis;
  - c. Are well-organized and coherently move from coordinating to subordinating points;
  - d. Synthesize facts and ideas originating outside his/her direct experience to develop and support a thesis;
  - e. Demonstrate stylistic choices in tone, syntax, and diction;
3. Research a specific topic using the Internet, databases, journals, and books demonstrating an ability to:
  - a. Review sources for relevant evidence and arguments;
  - b. Integrate researched material into his/her own writing with appropriate context, explanation, punctuation, and citation;
  - c. Document sources in an academically responsible way.

**IV. MEASURABLE OBJECTIVES:**

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

- A. Describe, define, discuss and explain the basic components of the human communication process;
- B. Analyze their communication situation, audience, occasion, and purpose; and selection of subject matter;
- C. Demonstrate that they are careful and critical thinkers and communicators, both as speakers and as listeners;
- D. Formulate through research, analysis, and organization of material; presentation of the message including management of communication apprehension; and evaluation of the effectiveness of their communication;
- E. Explain their relationship and ethical responsibilities to others involved in the communication transaction;
- F. Define and describe the various public speaking genres;
- G. Demonstrate a sensitivity to the role of culture and gender in the public speaking process;
- H. Create an organized presentation for oral delivery for a multiple of public speaking genres;
  - I. Demonstrate effective language usage, verbal and nonverbal delivery skills, and visual aid usage in public speaking presentations.

**V. CONTENT:**

- A. Principles of human communication
  - 1. Sender
  - 2. Message
  - 3. Receiver
  - 4. Noise
- B. Coping with speech anxiety
  - 1. Causes of speech anxiety
  - 2. Different ways to help reduce speech anxiety
- C. Listening skills
  - 1. Four different types of listening
    - a. Appreciative
    - b. Comprehensive
    - c. Empathic
    - d. Critical
  - 2. Incorporate listening activities to develop critical listening skills
  - 3. Causes of poor listening
  - 4. Ways to improve listening
- D. Critical analysis of audience, environment, and public discourse
  - 1. Appropriateness of topic selection and delivery
  - 2. Effects of situational audience analysis
    - a. Size
    - b. Physical setting
    - c. Disposition toward the topic
    - d. Disposition toward the speaker
    - e. Disposition toward the occasion
  - 3. Description of demographic audience analysis
- E. Ethical speaking and diversity
  - 1. Topic and language appropriateness
  - 2. Speaker's responsibilities (preparation, sound ethical goals, and honesty)
  - 3. Cultural awareness and public discourse
- F. Theory and techniques of public speaking in society
  - 1. Topic selection
    - a. Purpose
    - b. Audience occasion
  - 2. Organizing and supporting your message
    - a. Fundamentals of library research techniques
    - b. Possible structural patterns of organization
    - c. Different types of evidence (examples, statistics, and testimony)
    - d. Evidence evaluation and citation
    - e. Importance of speech organization
  - 3. The use of language
    - a. Importance of using language effectively, accurately, and clearly
    - b. Appropriate language use
  - 4. Delivery
    - a. Elements of good delivery
    - b. Different methods of delivery (manuscript, memory, impromptu, and extemporaneously)
    - c. Emphasis on the speaker's voice and nonverbal behavior
  - 5. Thinking and speaking critically (Reasoning)
    - a. Introduction into critical thinking
    - b. How to incorporate evidence and reasoning into the speech making process
    - c. Ways to build credibility.
  - 6. Presentational aids
    - a. Different kinds of visual aids
    - b. How to incorporate visual aids into public speaking effectively
- G. Types of public speaking
  - 1. Informative speeches
    - a. Different types of informative speech
    - b. Informative speech guidelines
    - c. Differences between informative and persuasion
    - d. Organizational patterns for informative speaking
  - 2. Persuasive speeches
    - a. Three different types of questions involving persuasive speaking (fact, value, and policy)
    - b. Challenges surrounding persuasion and the listener process
    - c. Organizational patterns for persuasive speaking
  - 3. Situational speeches (Toasts, Ceremonials, Impromptu)
    - a. Different types of speeches and occasions
    - b. Tips and suggestions on effectively delivering situational speeches
    - c. Organizational patterns for situational speeches
- H. Evaluation of communication effectiveness
  - 1. Self evaluation
  - 2. Evaluation of others
  - 3. Evaluation of content, organization, and delivery

## VI. METHODS OF INSTRUCTION:

- A. **Demonstration** - Demonstrations/presentations
- B. **Classroom Activity** - In-class group activities (peer-to-peer teaching)
- C. Speech presentations in front of a live audience
- D. Speech outlines and bibliographies
- E. **Discussion** - Group discussions
- F. **Guest Lecturers** - Live examples of public speaking
- G. Communication activities
- H. **Lecture** -
  - I. **Critique** - Critiques of speeches

## VII. TYPICAL ASSIGNMENTS:

- A. Informative speech:
  - 1. In a timed speech, you will teach your classmates and instructor about a useful or meaningful process, concept, or subject. Significance of the informative topic will be important in assigning a grade. Presentational aids, outside research, and an outline will be required for your informative presentation.

- B. Persuasive speech description:
  1. In a timed speech, you will persuade your audience to take action about a problem that exists and is pertinent to us. You will be graded on the significance of topic, organization, delivery, use of research, and your use of time.
- C. Impromptu Speech:
  1. With two minutes of prep time, you will tell a 3 - 4 minute story about an event that has helped shape your life, something you have heard or read about, or a story designed to illustrate a moral. You may use no notecards, and you must have a clear organizational structure.
- D. Written assignment description:
  1. Outlines will accompany the Informative Speech and the Persuasion Speech. All outlines are due on the day you give your speech. Your outline should be written in complete sentences and include a bibliography in MLA style format. The outline must be typed and a finished product.
- E. Written assignment description:
  1. Write a 2 - 3 page critique of your Informative Speech presentation. Include specific comments concerning organization, content, and delivery. Your paper should be typed, double spaced, and free of punctuation and grammatical errors.
- F. Group work activity or group discussion activity
  1. Throughout the semester there will be group activities which reinforce concepts delivered in classroom discussion. These activities and brief presentations will count toward class participation.

## VIII. EVALUATION:

### Methods/Frequency

- A. Exams/Tests
  - One midterm and a final exam
- B. Papers
  - minimum of 2 outlines
- C. Oral Presentation
  - minimum of 4
- D. Class Participation
  - weekly

## IX. TYPICAL TEXTS:

1. Jaffe, Ciella (2015). *Public Speaking: Concepts and Skills for a Diverse Society* (8th ed.). Belmont, CA: Wadsworth.
2. Lucas, Stephen E. (2014). *The Art of Public Speaking* (12th ed.). New York, NY: McGraw-Hill.
3. O'Hair, Dan, Rob Stewart, and Hannah Rubenstein (2014). *A Speaker's Guidebook: Text and Reference* (6th ed.). New York, NY: Bedford/St. Martin's.
4. Sprague, Jo and Douglas Stuart (2015). *The Speaker's Handbook* (11th ed.). Belmont, CA: Wadsworth.
5. Beebe, S.A., & Beebe, S.J. (2018). *Public Speaking: An Audience Centered Approach* (10th ed.). Hoboken, NJ: Pearson.
6. Keith, W.M., & Lundberg, C.O. (2017). *Public Speaking: Choices and Responsibility* (2nd ed.). Boston, MA: Cengage.

## X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Presentation software
- B. Access to word processing
- C. Access to the Internet