



COMM C1000 - Introduction to Public Speaking

Catalog Description

Transfer Status: CSU/UC

Unit(s): 3.00

Lecture: 51.00 Contact hours/102.00 Out of class hours/153.00 Total hours/3.00 Unit(s)

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Course 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. (C-ID COMM 110).

Objectives

Upon successful completion 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.

Course Content

Topic Titles / Suggested Time Topic

Lecture

<u>Topics</u>	<u>Lec Hrs</u>
Foundational rhetorical theories, including the canons of rhetoric and Aristotelian proofs, as well as relevant principles of human communication.	51.00
Critical analysis of historical and contemporary public discourse.	
Ethical communication practices as senders and receivers.	
Effective listening and principles of constructive feedback.	
Rhetorical sensitivity to diverse audiences.	
Adaptation to audiences, rhetorical situations, and purposes.	
Types of speeches (for example, speeches to inform, persuade, entertain).	
Outline and compose effective speeches based on purpose and appropriate subject matter, topic, thesis, and organizational patterns.	
Research strategies for locating and critically evaluating ideas and information from primary and secondary sources.	
Use of credible evidence and sound reasoning to support a variety of claims, including appropriate written and oral citations.	
Effective practice and delivery skills using various modes of delivery.	
Effective verbal and nonverbal practices while delivering a speech.	
Techniques for managing communication apprehension.	
Delivery of a variety of student-composed speeches, including Informative and Persuasive speeches.	
Total Hours:	51.00

Methods of Instruction

- A. Class Activities
- B. Discussion

- C. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- D. Lecture
- E. Multimedia Presentations
- F. Reading Assignments
- G. Peer-to-peer feedback and evaluation of presentations

Methods of Evaluation

- A. 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.
- B. Additional methods of evaluation are at the discretion of local faculty.

Examples of Assignments

Reading Assignments

1. Using the Butte College online database "CQ Researcher," locate and read the pro and con side of a current controversial issue. Come to class prepared to discuss the article and its value as a possible source for a persuasive speech.
2. Read the assigned chapter on types of evidence and come to class with at least two examples of each type of evidence listed. Bring your APA style guide and be prepared to complete properly formatted source citations and referencing in class, working with a partner (no more than one page).

Writing Assignments

1. Based on the information and examples provided in class and in the textbook chapter on Outlining, prepare a formal, full-sentence preparation outline for a 5-7 minute informative speech, including a minimum of 4 sources, 2 of which are from academic journal articles, with corresponding references per APA guidelines. Your outline should be 3-4 pages long.
2. Review three of your own videotaped speeches and write a 2-3 page self-evaluation essay, analyzing content, organization and delivery of each speech. Provide an assessment of your strengths and weaknesses as a speaker, and discuss specific methods for improvement.

Out-of-Class Assignments

1. Review the sample speech provided online and come to class with no more than one page of suggestions for improvement.
2. Working with a partner, prepare a poster-size diagram of the Transactional Model of Communication, illustrating a specific communication context (e.g. public speech, private conversation, argument among friends, etc. Make sure you illustrate and label all parts of the Model. You will present your poster to the class, and we will display it in the classroom for the rest of the semester. Be colorful and creative, and have fun!

Recommended Materials of Instruction

Floyd, K. (2023). Public Speaking Matters. *McGraw-Hill, 3rd*. 9781264377718.

Lucas, S. and Stob, P. (2023). The Art of Public Speaking. *McGraw Hill, 13th*. 9781265457082.

German, Kathleen. (2021). Principles of Public Speaking. *Routledge, 20th*. 9780367860288.

Zero Cost Textbook

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

[https://socialsci.libretexts.org/Bookshelves/Communication/Public_Speaking/Exploring_Public_Speaking_4e_\(Barton_and_Tucker\)](https://socialsci.libretexts.org/Bookshelves/Communication/Public_Speaking/Exploring_Public_Speaking_4e_(Barton_and_Tucker))

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

[https://socialsci.libretexts.org/Bookshelves/Communication/Public_Speaking/Speak_Out_Call_In%3A_Public_Speaking_as_Advocacy_\(Mapes\)](https://socialsci.libretexts.org/Bookshelves/Communication/Public_Speaking/Speak_Out_Call_In%3A_Public_Speaking_as_Advocacy_(Mapes))

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

<https://lumenlearning.com/courses/public-speaking/>

Other Learning Materials

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

Minimum Qualifications

Communication Studies

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