

**CUYAMACA COLLEGE**  
COURSE OUTLINE OF RECORD

**COMMUNICATION 122 – PUBLIC SPEAKING**

3 hours lecture, 3 units

**Catalog Description**

Theory and techniques of public speaking in a democratic society. Discovery, development and criticism of ideas in public discourse through research, reasoning, organization, presentation, and evaluation of various types of speeches including informative and persuasive speeches.

**Prerequisite**

None

**Course Content**

- 1) Introduction to principles of human communication
- 2) Reduction of communication apprehension
- 3) Effective listening
- 4) Visual aids
- 5) Elements of effective public speaking, including analysis of communication situation, ethics and diversity, audience, occasion, purpose, goal, selection of subject matter, research, evidence evaluation, organization, presentation skills, and evaluation of communication effectiveness

**Course Objectives**

Students will be able to:

- 1) Define and explain the principles of communication theory and apply the theories to practical situations presented in class.
- 2) Analyze and adapt a speech topic to a variety of diverse audiences.
- 3) Apply active listening skills (e.g., nonverbal supportive listening behaviors) to providing feedback for student speeches.
- 4) Organize, interpret and apply research material to preparing outlines and speeches.
- 5) Develop a clear, cohesive thesis and create a concise speech outline.
- 6) Compose, organize and present to a live audience speeches that inform and persuade.
- 7) Define and verbalize constructive oral and written feedback to student speeches.
- 8) Demonstrate ethical practices in all phases of speech preparation.
- 9) Recognize and demonstrate effective techniques for reducing communication apprehension.
- 10) Use visual aids to support speech content.
- 11) Recognize and demonstrate the characteristics of effective delivery of speeches.

**Method of Evaluation**

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 and/or tests that demonstrate students' knowledge of the principles of communication theory, topic selection and analysis of diverse audiences, listening, research and use of supporting materials, organization, delivery, and the management of communication apprehension.
- 2) Speeches and outlines that demonstrate students' ability to compose, organize and present to a live audience relevant speeches, recognize and demonstrate the characteristics of effective

delivery, utilize visual aids effectively, and incorporate and demonstrate ethical practices in all phases of speech preparation.

- 3) Written and verbal critiques of peer speeches that demonstrate students' ability to provide constructive feedback based on active listening skills acquired in class through observation of live or recorded speeches.

### **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
- 2) Group activities
- 3) Reading assignments
- 4) Preparing, practicing, delivering and listening to live or recorded speeches
- 5) Supplementary assignments such as impromptu speeches, debates, oral interpretation, speeches to entertain and current events updates

### **Out-Of-Class Assignments**

- 1) Written assignments, such as research outlines
- 2) Analysis and critiques of outside speeches
- 3) Preparation of visual aids
- 4) Rehearsal of speeches

### **Texts and References**

- 1) Required (representative examples):
  - a. Ohair, Dan, Rob Stewart and Hannah Rubenstein. *A Speaker's Guidebook*. 7th edition. St. Martins, 2017.
  - b. Sprague, Jo and Douglass Stuart. *The Speaker's Compact Handbook*. 5th edition. Wadsworth, 2016.
  - c. Zarefsky, David and Jeremy Engles. *Public Speaking Strategies for Success*. 9th edition. Allyn and Bacon, 2020.
- 2) Supplemental: None

### **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 visual 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.

- 3) Demonstrate effective critical thinking skills by listening to and critiquing speeches, both in and outside the classroom.