

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

COMMUNICATION 123 – ADVANCED PUBLIC SPEAKING

3 hours lecture, 3 units

Catalog Description

Advanced training in the preparation and delivery of common types of public speaking. There is an emphasis on new theoretical approaches to the process of oral communication.

Prerequisite

“C” grade or higher or “Pass” in COMM 122 or equivalent

Entrance Skills

Without the following skills, competencies and/or knowledge, students entering this course will be highly unlikely to succeed:

- 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.

Course Content

- 1) Review of concepts presented in COMM 122 *Public Speaking*
- 2) Advanced methods of organization
- 3) Methods of dealing with hostile audiences
- 4) Methods of analyzing various speaking goals
- 5) Methods of utilizing feedback
- 6) Preparation and delivery of speeches
- 7) Evaluation and criticism

Course Objectives

Students will be able to:

- 1) Compose, organize and present speeches to meet a variety of speaking goals such as to educate, to entertain or to inspire.
- 2) Create speaking plans illustrating advanced patterns of organization according to models of plans discussed in class and/or the text.
- 3) Analyze and adapt speaking style and content in order to be more effective with various types of audiences.
- 4) Analyze and evaluate orally or in writing live or recorded speeches according to standards of effective speeches presented in class.

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 examinations that require students to analyze and adapt to audiences, and analyze and evaluate speeches.
- 2) Written assignments that require students to compose and organize speeches, create speaking plans, analyze and adapt to audiences, and analyze and evaluate speeches.
- 3) Student speeches that demonstrate the ability to compose and organize speeches, create speaking plans, and analyze and adapt to audiences.

Special Materials Required of Student

None

Minimum Instructional Facilities

Smart classroom with rostrum, display easel, digital recording/playback equipment

Method of Instruction

- 1) Lecture, discussion, demonstration, group activities and reading assignments
- 2) Preparing, practicing, delivering and listening to performances, live and recorded

Out-of-Class Assignments

- 1) Reading assignments
- 2) Written exercises
- 3) Conduct research for assigned projects
- 4) Prepare presentations for in-class activities and simulations

Texts and References

- 1) Required (representative examples):
 - a. Dewberry, David R. *Advanced Public Speaking: Theory and Techniques Based on the Rhetorical Canons*. 1st Edition. Cognella, 2022.
 - b. Hostetler, Michael J. *Advanced Public Speaking: A Leader's Guide*. 2nd edition. Routledge, 2017.
- 2) Supplemental: As assigned

Student Learning Outcomes

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

- 1) Compose, organize and present speeches to meet a variety of speaking goals and speaking situations, including interviews, eulogies, storytelling, and impromptu speaking, among others.
- 2) Analyze and adapt speaking style and content in order to be more effective with various types of audiences.
- 3) Analyze and evaluate orally or in writing live or recorded speeches according to standards of effective speeches presented in class.