



COURSE OUTLINE : SPCH 101

D Credit – Degree Applicable

COURSE ID 003221

Cyclical Review: July 2020

COURSE DISCIPLINE : SPCH

COURSE NUMBER : 101

COURSE TITLE (FULL) : Public Speaking

COURSE TITLE (SHORT) : Public Speaking

CALIFORNIA STATE UNIVERSITY SYSTEM C-ID : COMM 110 – Public Speaking

CATALOG DESCRIPTION

SPCH 101 is an introductory course focusing on public speaking – the process of learning to speak in front of a group of people in a structured, deliberate, organized manner in a variety of public speaking environments. Through their reading of research-based theories and principles of human communication, and critical analysis of public discourse, students learn to research, compose, present and evaluate various types of speeches including informative and persuasive presentations. The course focuses on developing skills in the areas of language, listening, ethics and diversity, audience analysis, evidence evaluation, presentation skills and oral communication effectiveness. Through class discussions, written assignments, verbal and nonverbal communication exercises, and oral presentations, students learn the essential elements of public speaking and how extemporaneous speeches are used in personal and professional contexts. This course satisfies speech requirements for those students who expect to transfer to colleges and universities.

Total Lecture Units: 3.00

Total Laboratory Units: 0.00

Total Course Units: 3.00

Total Lecture Hours: 54.00

Total Laboratory Hours: 0.00

Total Laboratory Hours To Be Arranged: 0.00

Total Contact Hours: 54.00

Total Out-of-Class Hours: 108.00

Recommended Preparation: ENGL 100 or ESL 151, or equivalent.



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ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1	ENGL	100	Writing Workshop	Read, analyze, and evaluate contemporary articles and stories to identify topic, thesis, support, transitions, conclusion, audience, and tone;	Yes
2	ENGL	100	Writing Workshop	read, analyze, and evaluate contemporary articles and stories for the comprehension of difficult content and the identification of main ideas and (topic-based) evidence;	No
3	ENGL	100	Writing Workshop	read, analyze, and evaluate student compositions for unity, development, use of evidence, interpretation, coherence, and variety of sentence form;	No
4	ENGL	100	Writing Workshop	write a summary of a contemporary article or story with correct citation techniques;	No
5	ENGL	100	Writing Workshop	write an argumentative essay that has an introduction, body paragraphs, and a conclusion, demonstrating a basic understanding of essay organization;	No
6	ENGL	100	Writing Workshop	write an argumentative essay that addresses the topic, is directed by a thesis statement, uses appropriate textual evidence, develops logical interpretations, and concludes with some compelling observations;	No
7	ENGL	100	Writing Workshop	write an argumentative essay that integrates the ideas of others (i.e., authors) through paraphrasing, summarizing, and quoting with correct citation techniques;	No
8	ENGL	100	Writing Workshop	write an argumentative essay that generates novel ideas (those that add to the conversation rather than repeating the author's ideas) related to the topic and the readings;	No
9	ENGL	100	Writing Workshop	write compositions (e.g., summaries and argumentative essays) that are easy to read and follow, though some errors in grammar, mechanics, spelling, or diction may exist;	No
10	ENGL	100	Writing Workshop	proofread and edit essays for content, language, citation, and formatting problems.	Yes
11	ESL	151	Reading and Composition V	Read and critically analyze various academic readings;	No
12	ESL	151	Reading and Composition V	summarize readings;	No
13	ESL	151	Reading and Composition V	organize fully-developed essays in both expository and argumentative modes;	Yes



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14	ESL	151	Reading and Composition V	compose a 500 to 550-word essay which: summarizes and cites appropriately a reading passage; includes a clear thesis statement; uses evidence to support the thesis; shows clear organization into an introduction, body, and conclusion;	Yes
15	ESL	151	Reading and Composition V	revise writing to eliminate errors in syntax, and grammatical constructions;	No
16	ESL	151	Reading and Composition V	employ basic library research techniques;	Yes
17	ESL	151	Reading and Composition V	compose one research paper (1,000 words) or two short research papers (500-700 words each) with citations.	No

EXIT STANDARDS

- 1 Explain the basic principles of human communication;
- 2 analyze their audience and communication environment;
- 3 formulate a speech topic through analysis audience and research;
- 4 analyze, synthesize and evaluate information;
- 5 identify the purpose and occasion of the oral presentation;
- 6 organize information into a logical and clear fashion;
- 7 craft a full sentence outline;
- 8 distinguish between fact and opinion;
- 9 present orally information in a clear, confident, and fluent manner;
- 10 evaluate the effectiveness of their presentation;
- 11 demonstrate critical thinking and communication in listening and speaking;
- 12 explain the ethical responsibility in the communication process;
- 13 demonstrate theoretical knowledge through formalized testing and performance.

STUDENT LEARNING OUTCOMES

- 1 Research and synthesize information to logically construct speech content in an outline format;
- 2 deliver speeches using effective vocal and nonverbal behaviors;
- 3 demonstrate effective adaptation to a variety of speech purposes and audiences.



COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	Introduction/Orientation • Introductions • Overview of the course • Ungraded speeches • The process of public speaking • Hearing and listening • Overview of the theories of public speaking • Ethical considerations concerning public speaking	7	0	7
2	Informative Speaking • Speeches to inform • Planning and preparing speeches • Methods of delivery • Arranging and outlining related points • Beginning and ending the speech • Effective delivery (nonverbal communication) • Ungraded extemporaneous speeches • Informative speeches	13	0	13
3	Audience Analysis • Types of oral communication • Speaker – Message – Channel – Audience variables • Demographics • Psychological, social, and cultural factors within audience analysis research and application	4	0	4
4	Speaking with Visual Aids • The function of visual aids • Types of visual support • Strategies and determining factors for visual aid use • Selecting and using visual aids • Visually aided speeches	10	0	10
5	Group Presentations • Rules, roles, norms and goals • Presentations in teams • Preparing for panels and symposia • Participating in panels and symposia • Responses to questions and objections • Ungraded extemporaneous speeches • Symposia – forum presentations	10	0	10



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6	Persuasive Speaking • Theories, models, and methods of persuasive speaking • Motivated Sequence • Speeches to persuade and actuate • Reasoning/argumentation • Finding and using supporting materials • Understanding the audience • Conflict management/resolution methods	10	0	10
				54

OUT OF CLASS ASSIGNMENTS

- 1 essays that respond, explain, analyze, argue, and/or evaluate a communication principle (e.g. explain how Monroe’s Motivated Sequence is used to organize a persuasive presentation);
- 2 reading assignments in the textbook and/or journal articles;

METHODS OF EVALUATION

- 1 at least three oral presentations in three different speech categories, which must include informative speaking and persuasive speaking;
- 2 discussions and oral presentations;
- 3 at least three written outlines;
- 4 oral and written assignments of sufficient length and complexity to require students to demonstrate independent research, organization, critical thinking and communication skills;
- 5 quizzes and tests;
- 6 final exam.

METHODS OF INSTRUCTION

- Lecture
- Laboratory
- Studio
- Discussion
- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning
- Demonstration
- Field Activities (Trips)
- Guest Speakers
- Presentations



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TEXTBOOKS

Title	Type	Publisher	Edition	Medium	Author	ISBN	Date
Public Speaking: The Virtual Text	Required	Open Educational Resource (OER)			Schreiber, Lisa, et. al.,		2011
Exploring Public Speaking	Required	Communication Open Textbooks	3		Tucker, Barbara, et. al.,		2018