I. **OVERVIEW**  
*The following information will appear in the 2009 - 2010 catalog*

**SPCOM-100 Fundamentals of Public Speaking**  
3 Units

Developing individual effectiveness in various speech activities, emphasis on public speaking; instruction and practice in selection, organization and presentation of materials. Development of self-confidence and listening skills. Field trips are not required. Course is applicable to the associate degree. General Education:  
CSU-GE - A1  
IGETC Category: IGETC - 1C

II. **LEARNING CONTEXT**  
*Given the following learning context, the student who satisfactorily completes this course should be able to achieve the goals specified in Section III, Desired Learning:*

A. **COURSE CONTENT**

1. **Required Content:**

   a. Introduction to the communication process, such as the transactional model

   b. The basic steps in speech preparation

      i. Selecting and narrowing the subject

      ii. Determining the purpose/thesis

      iii. Analyzing the audience

      iv. Analyzing the occasion

      v. Researching and evaluating supporting materials

     vi. Organization

     vii. Outlining

    viii. Effective language usage

   ix. Presentational aids

   x. Rehearsal

   c. Rhetorical situation

      i. Audience analysis

         a. Demographics

         b. Audience values, attitudes, and beliefs
ii. Occasion
iii. Physical/temporal setting
iv. The speaker
v. The message

d. Principles of organization
   i. Outlining
   ii. Organizational patterns/designs
   iii. Effective introduction, thesis, body, and conclusion

e. Principles of delivery
   i. Effective use of voice and body
   ii. Time management
   iii. Effective use of presentational aids
   iv. Additional modes of nonverbal communication

f. Basic development and support of ideas
   i. Factual information
   ii. Value premises
   iii. Opinion evidence

g. Aristotelian modes of proof
   i. Ethos
   ii. Pathos
   iii. Logos

h. Effective use of language
   i. Correctness
   ii. Appropriateness
   iii. Economy

i. Management of speech anxiety

j. Effective listening
   i. Speech evaluations
ii. Critical listening

k. Research skills
   i. Locating information
   ii. Evaluating sources
   iii. Appropriate citations

B. HOURS AND UNITS

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<tr>
<th>INST METHOD</th>
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C. METHODS OF INSTRUCTION (TYPICAL)

Instructors of the course might conduct the course using the following method:

1. Materials will be presented through lecture and discussion.
2. Students will complete reading and writing assignments.
3. Multimedia presentations will be shown which supplement the lectures and readings.
4. Demonstrations of model speeches
5. Visitation to forensic events and libraries

D. ASSIGNMENTS (TYPICAL)

1. EVIDENCE OF APPROPRIATE WORKLOAD FOR COURSE UNITS
   Time spent on coursework in addition to hours of instruction (lecture hours)
   a. Preparation and presentation of a minimum of four speeches per term, including an informative, persuasive, and two additional oral presentations which may include, but are not limited to, a special occasion speech, introduction speech, demonstration speech, or group presentation.
   b. Daily reading of text materials, handouts, and/or Internet sources.
   c. Participation in small groups, in-class exercises, which may require additional work outside of classroom to complete exercises.
   d. Weekly research for topic selection and content of speeches.

2. EVIDENCE OF CRITICAL THINKING
   Assignments require the appropriate level of critical thinking
   a. Demonstrate mastery of research, organizational, and delivery skills through oral and written presentations.
   b. Prepare and present a minimum of a 5-minute informative speech, including an outline and a
minimum of three source citations.

c. Prepare and present a minimum of a 6-minute persuasive speech, including an outline and a minimum of four source citations.

d. Prepare and present two other speeches, or at least a minimum of 5 minutes each.

e. Prepare and present properly formatted debates.

E. TEXTS AND OTHER READINGS (TYPICAL)


III. DESIRED LEARNING

A. COURSE GOAL

As a result of satisfactory completion of this course, the student should be prepared to:

Speak and listen effectively in public settings and follow a structured speech preparation process, which includes selection, organization, and presentation of materials.

B. STUDENT LEARNING GOALS

Mastery of the following learning goals will enable the student to achieve the overall course goal.

1. Required Learning Goals

Upon satisfactory completion of this course, the student will be able to:

a. Describe the communication processes.


c. Identify basic principles of audience analysis/adaptation.

d. Identify the fundamentals theory/practice of persuasion.

e. Identify and apply effective listening dynamics.

f. Use the library and other modalities for effective research.

g. Synthesize ideas into logical arguments.

h. Design and utilize effective presentational aids.

i. Present ideas in a public setting.

j. Formulate a clear, appropriate thesis/purpose statement.

k. Analyze and evaluate the speeches of others.

l. Prepare and present at least four public speaking assignments, including at least one informative and one persuasive speech.

m. Demonstrate proper source citation in written and oral communication.
IV. METHODS OF ASSESSMENT (TYPICAL)

A. FORMATIVE ASSESSMENT
   1. Critical analysis of peers' speeches and/or additional speeches
   2. Outline assignments, emphasizing organizational skills
   3. Speaking and writing assignments
   4. Written unit examinations

B. SUMMATIVE ASSESSMENT
   1. Examinations
   2. Oral presentations