



MERCER
COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

Course Number
CMN111

Course Title
Speech: Human Communication

Credits
3

Hours: 3 Lecture

Co- or Pre-requisite:
ENG101 Pre-requisite:
Eligibility for placement in ENG101

Implementation
Semester & Year
Spring 2023

Catalog description:

Exploration of the fundamental elements, characteristics and processes of communication, including communicating in a multi-cultural society, interpersonal, intrapersonal, as well as, small group contexts. Oral presentation experiences are heavily integrated throughout the course with a focus on public speaking design and delivery.

General Education Category:

Goal 1: Written and Oral
Communication

Course coordinator:

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Required texts & Other materials:

Floyd, K. (2022). Communication Matters, New York, N.Y. McGraw-Hill including the McGraw-Hill CONNECT code.

Course Student Learning Outcomes (SLO):

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

1. Analyze, evaluate, and critique the organizational design and delivery of all forms of communication. (ILG 11)
2. Create, develop, and synthesize messages that successfully deliver oral, electronic, and written communication to diverse multi-cultural audiences. (ILG 1, 4, 10)
3. Demonstrate effective techniques to manage communication anxiety and enhance message delivery through oral performance. (ILG 1)
4. Identify the nature and unique characteristics of intrapersonal, interpersonal, intercultural, group, organizational, and mass communication. (ILG 8)
5. Analyze, evaluate, and discuss the issues and ethical situations created by mediated messages. (ILG 9, 11)

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Institutional Learning Goal 8. Diversity and Global Perspective: Students will understand the importance of a global perspective and culturally diverse peoples.

Institutional Learning Goal 9. Ethical Reasoning and Action. Students will understand ethical frameworks, issues, and situations.

Institutional Learning Goal 10. Information Literacy: Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills understand, analyze, or apply information or solve problems.

Units of study in detail – Unit Student Learning Outcomes:

Unit I **Intrapersonal Communication Skills: (SLO 1, 2, 3, 5).**

- Understand and recognize when it is appropriate to communicate.
- Select the most appropriate and effective media for communicating.
- Recognize the needs and the concerns of a culturally diverse society.
- Determine the purpose of oral discourse.
- Recognize and explain the consequences of ethnocentrism, stereotypes, prejudice and bigotry.

Unit II **Interpersonal and Group Communication skills: (SLO 1, 2, 3, 4).**

- Understand and convey empathy towards others
- Accept responsibility for his/her communication behavior.
- Communicate ethically.
- Demonstrate appropriate interpersonal skills for various contexts.
- Demonstrate nonverbal behavior that supports the verbal messages.
- Recognize when another does not understand their message.
- Identify and manage misunderstandings.
- Describe or express feelings to others when appropriate.
- Maintain conversations by taking turns, managing interactions, reciprocal conversation and self-disclosure.
- Work collaboratively as a team member.
- Listen attentively to questions and comments from other communicators.
- Allow others to express different views.
- Effectively assert his/her views.
- Ask questions effectively.
- Be open-minded.
- Keep group discussions relevant and focused.

Unit III - Speech Communication Skills (SLO 1, 2, 3).

- Choose and narrow a topic.
- Structure a message for effectiveness with an introduction, main points, useful transitions and a conclusion.
- Demonstrate credibility.
- Identify facts, issues and problems relevant to the topic.
- Support arguments with relevant and adequate evidence.
- Develop messages that influence attitudes, behaviors and actions.
- Articulate clearly.
- Employ vocal variety in rate, pitch, and intensity.
- State ideas clearly.
- Communicate ethically.
- Employ language appropriate to the designated audience.
- Answer questions concisely and to the issue.
- Adapt to changes in audience characteristics.

Evaluation of student learning:

Students enrolled in CMN 111 will be evaluated based on the following criteria:

Attendance/preparation/participation	10%
CONNECT online assignments	20%
<i>Speeches and Live Presentations as follows</i>	
Self-Introduction Speech	10%
Informative Speech	10%
Persuasive Speech	10%
Commemorative Speech	10%
Personal Experience Speech	10%
Mid-Term Exams	10%
Final Exams	10%
Total	100%