



COURSE OUTLINE

CMN 112
Course Number

Public Speaking
Course Title

3
Credits

3 Lecture Hours
Hours: lecture/laboratory/other (specify)

Catalog description:

Study and practice of the principles in strategic, confident, and credible public speaking. Includes a variety of oral presentation experiences, including special occasion, personal experience, panel discussion, informative and persuasive speaking. Focus on anxiety management, speech design, communication ethics, diverse audiences, and dynamic delivery.

Prerequisites: Eligibility for placement in ENG 101

Co-requisites: N/A

Required texts/other materials:

Lucas, S.E. *The Art of Public Speaking*, 9th Edition; New York: McGraw-Hill, 2007

For Service Learning Sections only: Isaacson: *Art and Strategy of Service Learning Presentations*; 2nd Edition, Thomson, 2005

Latest Review: 2008

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Course goals:

As a result of taking CMN 112, a student will be able to:

- analyze audiences, choose topics, organize, and deliver speeches of introduction, information, persuasion, and ceremony
- utilize effective vocal qualities, language, delivery techniques, non-verbal communication, and visual aids for each speech
- critique the speeches of others as well as himself or herself
- work collaboratively as a panel member to present and defend a position

Course-specific General Education goals and objectives.

As a result of successfully completing CMN 112 Public Speaking, the student will be able to:

- A. Employ critical analysis and creative thinking in speaking and listening.
- B. Apply reasonable and responsible judgment to what is said and how it is said.
- C. Develop proficiency in the use of thought, language, voice, and action through repeated drills.
- D. Analyze speakers, audience, subject, occasion, and the communicative process.
- E. Practice the various methods and techniques used in the forms of discourse: conversing, discussing, and parliamentary procedure.
- F. Practice the techniques of listening attentively, objectively, and critically to the ideas of others.
- G. Develop controlled, skillful, expressive, and meaningful use of the body in speaking.
- H. Study and practice the effective use of appropriate language in oral communication.
- I. Discuss the close inter-relationship of the processes of learning and speaking.
- J. Practice the process of reflective thinking.
- K. Choose subjects for speeches as well as for other forms of oral communication.
- L. Evaluate objectively his or her performance and that of others.

Units of study in detail.

Unit I – Public Speaking Overview

- Identify and analyze the components of the communication process.
- Recognize the value of ethical public speaking both in historical and modern society.

Unit II – Ethics & Audience Analysis

- Design speaking messages which reflect an understanding of the diverse audience.
- Recognize the ethical responsibilities woven into public speaking.
- Integrate ethical principles into speaking & listening activities.
- Understand and utilize demographic and situational audience analysis to design effective speaking messages.

Unit III – Delivery and Communication Anxiety

- Identify the symptoms and causes of communication anxiety.
- Employ strategies to manage communication anxiety symptoms.
- Interpret, examine and discuss a variety of nonverbal communication components which impact speaking and delivery.
- Analyze and integrate delivery techniques into performance; developing skill in real eye contact, vocal variety, gesture, posture, movement and use of space, etc.
- Recognize the difference between the preparation and speaking outline.
- Employ the use of the speaking outline to increase extemporaneous speaking and conversational tone.

Unit IV – Listening

- Analyze the causes of poor listening.
- Discuss and employ active listening skills.
- Recognize the relationship between listening and critical thinking.

Unit V – Selecting a Topic, Purpose and Central Idea

- Develop strategies to choose audience-appropriate and manageable topics for a variety of speaking occasions.
- Formulate messages suiting occasion & time limits which refine the central idea to clearly preview main points.

Unit VI – Gathering Support Materials

- Develop skills in locating, evaluating and citing internet, library and other research sources to support ideas.
- Apply techniques for conducting a successful and productive primary research interview
- Classify various types of plagiarism and develop strong research documentation skills to avoid it

Unit VII – Organization and Strategic Message Design

- Develop skills in achieving coherent, organized speaking messages.
- Employ various attention grabbing introductory strategies which reveal the topic, create goodwill, and establish speaking credibility
- Design credible conclusions which signal the end, reinforce the central idea and leave a lasting impression.
- Develop detailed preparation outlines which label speech components and use consistent patterns.

Unit VIII – Language

- Examine the denotative and connotative meanings of language
- Recognize the value of concrete, familiar and vivid wording to increase clarity in communication
- Illustrate accurate, audience appropriate language selection in communicating messages.

Unit IX - Visual Aids

- Recognize and discuss the value of visual aids to enhance message clarity, speech credibility and audience involvement
- Choose strategic visual aids for informative and persuasive projects and develop skills in their design and use.

Unit X – Informative Speaking

- Identify the categories of informative speaking and their related outline formats.
- Employ information techniques which enhance meaning for the audience including the use of personalization, dramatization, comparisons and descriptive language.

Unit XI – Persuasive Speaking

- Examine persuasive messages of fact, value and policy
- Discuss and develop methods of persuasion which are tailored to specific audiences for maximum impact.
- Formulate ethical sound & methods for persuasive speaking.
- Examine the use of evidence, reasoning and emotional appeals.

Unit XII – Group Communication

- Recognize and employ the strategies & role-playing which encourage a productive and supportive group climate.
- Fully contribute to a collaborative project, and take responsibility for its overall function and productivity through shared leadership.
- Verbally encourage participation from others, while respecting diverse points of view and applying strategies to reduce interpersonal conflict within the group.
- Employ aspects of reflective thinking method to solve problems, by utilizing brainstorming, solution criteria and consensus within a collaborative project.

Evaluation of student learning:

Students taking CMN 112 will be evaluated based on the following criteria:

A Variety of Oral Presentation Experiences which may include: = 25-30%

Special occasion speeches (Award, Toast, Commemorative, Eulogy, etc)
Impromptu speeches
Personal experience speeches
Vocal variety presentations
Other

Written Projects which may include: = 20%

Reflective papers
Chapter homework assignments
Journals
Interview Reports
Other

An Informative or Persuasive Speech which requires gathering research materials to support ideas = 20%

An Outline and Bibliography for an informative or persuasive speech = 10%

A Group Communication Project or Presentation = 10%

Class participation which can include: = 10-15%

Preparation for class
Class discussion
Attendance/Lates
Full Participation in assigned exercises/ activities

Special Note on Attendance:

Public Speaking is a performance course. Full attendance to all sessions is mandatory. Time missed from course results in serious grade penalties. Extensive lates or absences result in withdrawal or failure of course.

Academic Integrity Statement:

Students are expected to comply with the college-wide requirements for academic integrity. Mercer County Community College is committed to Academic Integrity—the honest, fair, and continuing pursuit of knowledge, free from fraud or deception. This implies that students are expected to be responsible for their own work. Presenting another individual's work as one's own and receiving excessive help from another individual will qualify as a violation of Academic Integrity. The entire policy on Academic Integrity is located in the Student handbook and is found on the college website (http://www.mccc.edu/admissions_policies_integrity.shtml).