

COMMUNICATION ¹⁵**140: PERSONAL AND PUBLIC SPEECH**
COURSE INFORMATION AND OUTLINE

Instructor: Erin Higgins
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Class Dates: Mondays, 3 April - 12 June
Meeting Time: 1730-2140
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COURSE DESCRIPTION AND OBJECTIVES

Becoming a competent communicator involves an understanding of communication principles and skills, a willingness to put these principles and skills to practice, and the ability to perform these skills. This course is designed to give you both the knowledge and application that is necessary to develop the skills of a competent communicator. Emphasis is on the skills required for effective communication in interpersonal, group, and public situations. Upon completion of this course, students will have the knowledge and ability to research, organize, and deliver public speeches.

REQUIRED TEXTBOOK

Verderber, R. F. (1999). Communicate! (9' ed.) California: Wadsworth Publishing Co.

TENTATIVE COURSE OUTLINE AND SCHEDULE **

April 3	Course Orientation	
	Communication Perspectives	Chpt 1
	Perceptions	Chpt 2
	Specifying a Speech Goal	Chpt 12
	Guidelines for Informative Speeches	
	IN CLASS: Introductory Speeches	
April 10	Listening	Chpt 6
	Verbal and Nonverbal Communication	Chpts 3-4
	Self-Disclosure and Feedback	Chpt 5
	Analyzing the Audience	Chpt 12
	Designing a Survey	Chpt 13
	IN CLASS: Survey Design Workshop	
April 17	DUE: Informative Speech Topic and Purpose	
	Finding Information	Chpt 13
	Job Interviewing	Chpt 9
	Adapting to the Audience	Chpt 15
	Organizing your Speech	Chpt 14
	IN CLASS: Surveying your Audience	
April 24	DUE: Survey	
	Principles of Informative Speeches	Chpt 17
	Delivering an Informative Speech	Chpt 16
	IN CLASS: Practicing and Evaluating Speeches in Groups	
	DUE: Audience Analysis AND Informative Speech Outline	

May 1	Guidelines for Persuasive Topic Selection Review for Midterm Examination IN CLASS: Informative Speeches DUE: Final Informative Speech Outline	
May 8	MIDTERM EXAMINATION Conversation Communication in Relationships Group Dynamics DUE: Persuasive Speech Topic and Purpose	Chpt 7 Chpt 8 Chpts 10-11
May 15	Persuasive Speaking Influential Strategies Outlining Styles IN CLASS: Surveying your Audience DUE: Survey	Chpt 18
May 22	IN CLASS: Practicing and Evaluating Speeches in Groups DUE: Audience Analysis AND Persuasive Speech Outline	
May 29	HOLIDAY: MEMORIAL DAY	
June 5	Review for Final Examination IN CLASS: Persuasive Speeches DUE: Final persuasive Speech Outline	
June 12	FINAL EXAMINATION	

** Any changes to the course schedule will be announced during class. It is the responsibility of students to be aware of, and adhere to, changes which are announced regarding discussion topics and assignments.

ASSESSMENT OF COMMUNICATION COMPETENCY

KNOWLEDGE: Demonstration of Competency Through Knowledge Attainment Points

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| 1. | Midterm Exam | 150 |
| 2. | Final Exam | 150 |

SKILL: Demonstration of Competency Through Skill Development

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| 1. | Informative Speaking Assignment | 200 |
| | <ul style="list-style-type: none">• Speech Topic and Purpose (5)• Survey (20)• Survey Activity (15)• Audience Analysis (20)• Rough Outline (30)• Final Outline (50)• Informative Speech (60) | |
| 2. | Persuasive Speaking Assignment | 200 |
| | <ul style="list-style-type: none">• Speech Topic and Purpose (5)• Survey (20)• Survey Activity (15)• Audience Analysis (20)• Rough Outline (30)• Final Outline (50)• Persuasive Speech (60) | |
| 3. | Class Activities and Participation | 50 |

Bonus Opportunities: The instructor will offer at least 1 opportunity throughout the course in which the students may earn extra credit points. If a student is not present on the day the opportunity is announced he or she will not be allowed to earn the points.

GRADING SYSTEM:

A = 675-750 pts (90-100%)	D = 450-524 pts (60-69%)
B = 600-674 pts (80-89%)	F = 449 pts and below (59% and below)
C = 525-599 pts (70-79%)	

POLICIES:

Regular and Prompt attendance is a requirement for the course. Should it be necessary for you to be absent, you **MUST** call the instructor **PRIOR** to the absence. Tardiness and inadequate preparation may constitute an absence. Each unexcused absence will result in 10 points being deducted off your class participation score.

All assignments must be typed unless otherwise stated. Late work will not be accepted.