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COMMUNICATION 320 PUBLIC SPEAKING  
COURSE INFORMATION AND OUTLINE

Instructor: Erin Higgins  
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Class Dates: Fridays, 14 Jan - 17 March  
Meeting Time: 4:45pm - 8:55pm

### 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 public situations, with discussions on the theory and practice involved in the advanced forms of informative and persuasive speaking. Upon completion of this course, students will have the knowledge and ability to research, organize, and deliver effective public speeches.

### REQUIRED TEXTBOOK

Lucas, S. E. (1998). The Art of Public Speaking. (6<sup>th</sup> ed.) Wisconsin: McGraw Hill.

### TENTATIVE COURSE OUTLINE AND SCHEDULE \*\*

January 14	Course Orientation	
	Principles of Public Speaking	Chpt 1
	Ethics in Public Speaking	Chpt 2
	Using Language	Chpt 11
	Speaking on Special Occasions	Chpt 17
	Guidelines for Speeches of Introduction	
	IN CLASS: Impromptu Speeches	
January 21	Speaking to Inform	Chpt 14
	Selecting a Topic and a Purpose	Chpt 4
	Gathering Materials	Chpt 6
	Guidelines for Informative Speeches	
	Exam One Review	
	IN CLASS: Speeches of Introduction	
January 28	DUE: Speech Manuscript	
	EXAMINATION ONE (chapters 1-2, 4-6, 11-14, 17)	
	Analyzing the Audience	Chpt 5
	Delivery	Chpt 12
	Visual Aids	Chpt 13
	IN CLASS: Survey Design Workshop	
	DUE: Informative Topic and Purpose	

February 4	Supporting your Ideas Organizing the Body of the Speech Beginning and Ending the Speech Outlining the Speech IN CLASS: Administering Surveys DUE: Survey	Chpt 7 Chpt 8 Chpt 9 Chpt 10
February 11	IN CLASS: Informative Speeches DUE: Audience Analysis AND Outline	
February 18	Listening Speaking to Persuade Methods of Persuasion Guidelines for Persuasive Speeches Exam Two Review IN CLASS: Perception and Listening Activities	Chpt 3 Chpt 15 Chpt 16
February 25	EXAMINATION TWO (chapters 3, 6 on interviewing, 7-10, 15-16) Interviewing IN CLASS: Interview Design Workshop DUE: Persuasive Topic and Purpose	Chpt 6
March 3	Audience Analysis Outlining IN CLASS: Conducting Interviews DUE: Interview Schedule	Chpt 5 Chpts 7-10
March 10	PASS OUT TAKE-HOME FINAL EXAM (includes all chapters) IN CLASS: Persuasive Speeches <b>DUE</b> Audience Analysis AND Outline	
March 17	FINAL EXAMINATION DUE	

\*\* 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. Examination One   | 100 |
| 2. Examination Two   | 100 |
| 3. Final Examination | 150 |

### \_SKILL: Demonstration of Competency Through Skill Development

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|---------------------------------------|-----|
| 1. Introductory Speaking Assignment   | 75  |
| • Manuscript (30)                     |     |
| • Introductory Speech (45)            |     |
| 2. Informative Speaking Assignment    | 150 |
| • Speech Topic and Purpose (5)        |     |
| • Survey (15)                         |     |
| • Survey Activity (10)                |     |
| • Audience Analysis (20)              |     |
| • Final Outline (40)                  |     |
| • Informative Speech (60)             |     |
| 3. Persuasive Speaking Assignment     | 200 |
| • Speech Topic and Purpose (10)       |     |
| <b>Interview (25)</b>                 |     |
| • Interviewing Activity (15)          |     |
| • Audience Analysis (25)              |     |
| • Final Outline (55)                  |     |
| • Persuasive Speech (70)              |     |
| 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 = 742.5-825 pts (90-100%)

B = 660-742.4 pts (80-89%)

C = 577.5-660 pts (70-79%)

D = 495-577.4 pts (60-69%)

F = 494 pts and below (59% and below)

### 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.

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