

**HIBBING COMMUNITY COLLEGE
COURSE OUTLINE**

COURSE NUMBER & TITLE: SPCH 1010 - Fundamentals of Speech

CREDITS: 3 (3 Lec /0 Lab)

PREREQUISITES: ENGL 1060: Freshman Composition recommended

CATALOG DESCRIPTION:

Fundamentals of Speech is designed to help the student become a more efficient communicator in public speaking situations. Emphasis is on developing skills in basic research, organization, audience analysis, delivery, and listening. Students will examine and articulate their personal ethical views while respecting the values of others. Students will also be responsible for the construction and presentation of speeches and active participation in small group discussions. MNTC goal area:(1)Communication.

OUTLINE OF MAJOR CONTENT AREAS:

- I. Basic principles of speech communication
 - A. Public speaking as a vital means of communication
 - B. Similarities between public speaking and conversation
 - C. Differences between public speaking and conversation
 - D. Strategies for addressing stage fright
 - E. Critical thinking skills
 - F. Elements in the speech communication process
 - G. Multicultural awareness for public speakers
- II. Ethics and public speaking
 - A. Questions of ethics as central to public speaking
 - B. Guidelines for ethical behavior in public speaking
 - C. Plagiarism as a serious ethical lapse in public speaking
 - D. Listeners and ethical obligations
- III. Topic and purpose selection for public speaking
 - A. Steps for choosing appropriate topics for speeches
 - B. General purpose determination for speeches
 - C. Specific purpose determination for speeches
 - D. Central idea selection for refining specific purpose
- IV. Audience analysis for public speaking
 - A. Audience-centered speaking as a primary purpose
 - B. Student speakers and classroom audience reality
 - C. Psychology of audience and speaker's message
 - D. Demographic traits and audience response
 - E. Audience features unique to speaking situation
 - F. Means of obtaining demographic and situational audience

- information
- G. Audience analysis as a means of speech adaptations
- V. Organization of body of speech
 - A. Organization of ideas as a vital skill in public speaking
 - B. Main points as most important elements in speech body
 - C. Effective organization of supporting materials
 - D. Organization strengthened by use of connectives
- VI. Speeches to inform
 - A. Informative speaking as an important skill
 - B. Types of informative public speeches
 - C. Guidelines for informative speaking
- VII. Introductions and conclusions
 - A. Effective introductions and conclusions in public speaking
 - B. Objectives for speech introductions
 - C. Preparation tips for speech introductions
 - D. Primary functions of speech conclusions
 - E. Preparation tips for speech conclusions
- VIII. Outlines and effective speeches
 - A. Outlines as essential to effective speeches
 - B. Preparation outline as a vital part of speech structure
 - C. Use of speaking outline in effective speech presentations
- IX. Speech delivery
 - A. Effective delivery important to successful speaking
 - B. Major characteristics of effective speech delivery
 - C. Methods of speech delivery
 - D. Voice usage as crucial to effective speaking
 - E. Nonverbal communication and speaking
 - F. Methods for practice of extemporaneous speech delivery
- X. Visual aids and public speaking
 - A. Advantages of use of visual aids in speeches
 - B. Kinds of visual aids for use in speeches
 - C. Guidelines for effective visual aid use
- XI. Speeches to persuade
 - A. Differences between informative and persuasive speeches
 - B. Mental dialogue with audience
 - C. Role of target audience in persuasive speaking
 - D. Question of fact
 - E. Question of value
 - F. Question of policy
 - G. Passive agreement and immediate action as goals
 - H. Methods of organization for persuasive speeches
 - I. Role of speaker credibility in persuasive speeches
 - J. Use of evidence in persuasive speeches

- K. Types of reasoning as methods for effective persuasion
- L. Role of emotional appeals in persuasive speeches
- M. Research techniques to gather materials for support
- N. Use of support materials for effective persuasive speeches
- XII. Listening to speeches
 - A. Differences between hearing and listening
 - B. Critical thinking and its relationship to listening
 - C. Good listening as important to effective speechmaking
 - D. Major causes of poor listening
 - E. Ways to become a better listener
- XIII. Commemorative speaking
 - A. Guidelines for effective speech of introduction
 - B. Major themes of speech of presentation
 - C. Major themes of speech of acceptance
 - D. Fundamental purpose of commemorative speech and creative use of language
 - E. After dinner speeches
- XIV. Effective language usage
 - A. Effective use of language as vital to public speaking
 - B. Differences between denotative and connotative meaning
 - C. Accurate language use in public speaking
 - D. Methods for clear language use for listeners
 - E. Imagery and rhythm in language use
 - F. Avoidance of sexist language in public speaking
- XV. Small group discussion
 - A. Kinds of leadership in small group situations
 - B. Procedural, task, and maintenance needs in small groups
 - C. Responsibilities of every small group participant
 - D. Stages in the reflective thinking process and major tasks of group at each stage in process
 - E. Oral presentations from small group findings

COURSE GOALS/OBJECTIVES/OUTCOMES:

Students will

1. explain the value of a course in public speaking.
2. identify the major similarities and differences between public speaking and everyday conversation.
3. explain why nervousness is normal for a public speaker and discuss methods of controlling nervousness and making it work for the speaker.
4. identify the basic elements of the speech communication process.
5. explain how cultural diversity of today's world can influence public speaking situations.
6. define ethnocentrism and explain why public speakers need to avoid it when addressing diverse audiences.

7. explain why a strong sense of ethical responsibility is vital for public speakers and discuss the guidelines for ethical speechmaking.
8. define the differences among global, patchwork, and incremental plagiarism and explain why each is unethical.
9. identify basic guidelines for ethical listening.
10. explain procedures to use when choosing a speech topic.
11. identify the difference between a general and a specific purpose.
12. distinguish between the specific purpose and the central idea of a speech.
13. formulate a specific purpose statement and a central idea for a speech.
14. explain why public speakers must be audience centered and explain audience egocentricity.
15. identify the major demographic traits of audiences.
16. identify the major situational traits of audiences.
17. design and utilize a questionnaire as a method of audience analysis for classroom speeches.
18. explain how a speaker can adapt to the audience while preparing the speech and while delivering the speech.
19. explain why it is important to organize speeches clearly and coherently.
20. organize, construct, and present an introductory speech.
21. identify five major patterns of organizing main points.
22. discuss guidelines for organizing main points.
23. explain types of speech connectives and their role in a speech.
24. identify four objectives of a speech introduction.
25. explain methods to gain attention in an introduction.
26. identify major functions of a speech conclusion.
27. explain methods to fulfill functions of a conclusion.
28. explain why it is important to outline speeches and explain differences between a preparation outline and a speaking outline.
29. construct a preparation outline.
30. construct a speaking outline.
31. explain four kinds of informative speeches.
32. organize, construct, and present an informative speech.
33. explain why good delivery is important to successful speaking.
34. explain major characteristics of effective delivery and identify four methods of delivering a speech.
35. explain aspects of voice usage crucial to public speaking.
36. discuss nonverbal communication important to a speaker.
37. explain and use methods for practicing extemporaneous speech delivery.
38. explain advantages of using visual aids in a speech and identify types of visual aids for use in speeches.
39. utilize visual aids in classroom speech presentations.
40. explain differences between informative and persuasive speeches.
41. explain what mental dialogue with an audience is and how it is a vital part of persuasive speaking.
42. discuss the concept of a target audience and its role.

43. define questions of fact, value, and policy and give examples of purpose statements for each.
44. explain the difference between passive agreement and immediate action as goals for persuasive speaking.
45. discuss the organizational methods used most often for persuasive speeches.
46. explain the role of credibility in persuasive speaking and discuss ways a speaker can enhance his or her credibility during a persuasive speech.
47. explain why it is important for speakers to use evidence in persuasive speaking.
48. define reasoning from specific instances, reasoning from principle, causal reasoning, analogical reasoning, and emotional appeals and their roles in persuasive speaking.
49. use research techniques in a library to gather support materials for evidence.
50. organize, construct, and present a persuasive speech using library research materials for support.
51. explain the differences between hearing and listening.
52. define kinds of listening in relationship to critical thinking.
53. explain why good listening is important to effective speechmaking and identify causes of poor listening and ways to improve.
54. discuss the major themes and purposes of commemorative speeches.
55. organize, construct, and present a commemorative speech.
56. explain why effective language is vital to public speaking.
57. explain connotative and denotative meanings and how to use accurate language in public speeches.
59. identify methods speakers can use to make language clear and to make imagery and rhythm part of their speeches.
60. avoid use of sexist language in public speeches.
61. identify kinds of leadership in small groups.
62. distinguish among procedures and responsibilities of every small group participant.
63. identify stages of reflective thinking and discuss the major tasks of a group at each stage.
64. participate in and make oral presentations on the findings of a small group.

MNTC GOALS AND COMPETENCIES MET:

Communication

HCC CORE COMPETENCIES MET:

Working Productively and Cooperatively

Communicating Clearly and Effectively

Thinking Creatively and Critically
Social/Civic Responsibility

STUDENT CONTRIBUTIONS:

Students will attend class regularly, prepare and participate in class discussion, complete all assignments including major extemporaneous speeches, impromptu speeches, small group discussions, and written assignments and tests. Students will be able to articulate their personal ethical views and are expected to respect the ethical views of others. Students will spend a minimum of two hours completing assignments for every hour in class. Assignments completed by students must meet minimum standards set by instructor.

**STUDENT ASSESSMENT SHALL TAKE PLACE USING INSTRUMENTS
SELECTED/DEVELOPED BY THE COURSE INSTRUCTOR.**

**STUDENT INFORMATION: (SPECIAL FEES, DIRECTIVES ON HAZARDOUS
MATERIALS, ETC.):**

AASC APPROVAL DATE: January 18, 2012

REVIEW DATE: January 2017

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