

# CMST C200: PUBLIC COMMUNICATION

Item	Value
Top Code	150600 - Speech Communication
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

## Course Description

Formerly: SPCH C200. This course focuses on the preparation, presentation, and delivery of informative and persuasive public speeches. Particular emphasis is on organizing and outlining, reasoning and arguing, and analyzing audiences and adapting to different audiences. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Given the demographics of a particular audience, create a formal, full-sentence outline that structures both informative and persuasive extemporaneous public address.
2. Given the demographics of a particular audience, orally deliver informative speeches and persuasive extemporaneous public speech.
3. Identify and explain Stephen Toulmin's (1959) model of reasoning and to categorize claims, warrants, and data either orally or written.

## Course Objectives

- 1. The student will be able to develop outlines.
- 2. The student will be able to create and present public messages.
- 3. The student will be able to analyze and evaluate public messages.
- 4. The student will be able to use organizational strategies in speech composition.
- 5. The student will be able to use argument and logical reasoning.
- 6. The student will be able to use emotional appeals in persuasive speech.
- 7. The student will be able to use research materials and outside sources to support major points in a speech.
- 8. The student will be able to adapt to various speaking situations and audiences.
- 9. The student will be able to communicate with minimal distractions in vocal and nonverbal delivery.
- 10. The student will be able to illustrate in written examination the connection between oral and written message construction.

## Lecture Content

General Characteristics of Speech Communication Models of Communication Listening Invention–The Artistic Proofs Arrangement Outlining Delivery Persuasion Freedom of Speech Ethics

## Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

## Instructional Techniques

Outline lecture, focusing on principles and theories Skills-oriented performances Group discussion/ Discussion forums Written full-sentence outlines Instruction on use of the Coastline Library Films or videotapes Every class contains some lecture/discussion related to a reading assignment in a required text. Students are encouraged to participate in the discussion forum to clarify their understanding of the principles and theories of speech-communication. Lectures cover the important topics in the textbook such as audience analysis, invention, style, delivery, and reasoning. Public communication courses have traditionally focused on skills development. Students begin these series of performances with very low-threat exercises like a three-minute ungraded informative speech. Ultimately, students will present a major persuasive presentation lasting eight to ten minutes developed on a persuasive organization such as Monroes motivated sequence or the stock issues approach to argument. Group discussions (discussion forums) help students learn about the demographic variables of their audience. Group discussions would include information from the textbook and from lectures. Exercises may be used to teach freedom of speech and to discuss ethical problems facing the public communicator. Discussions could also help students find research data in a variety of sources in the library. Outlining is an essential part of the seven steps of extemporaneous speech preparation. Students do exercises in class where they actually develop outlines and organize material to learn about organizational patterns. Students also develop out-of-class full-sentence outlines. The Coastline Librarian will interact with students to introduce the Coastline Library. Instructors may use films or videotapes of speeches. Instructors may videotape students speeches and have the students evaluate their performances.

## Required Writing, Problem Solving, Skills Demonstration

Students speeches will demonstrate their skills.

## Eligible Disciplines

Communication studies (speech communication): Masters degree in speech, speech broadcasting, telecommunications, rhetoric, communication, communication studies, speech communication, or organizational communication OR bachelors degree in any of the above AND masters degree in drama/ theater arts, mass communication, or English OR the equivalent. Masters degree required.

## Textbooks Resources

1. Required McKay, John. Public Speaking: Choices for Effective Results, 5th ed. New York: Kendall Hunt Publication Co, 2008 Rationale: - Legacy Textbook Transfer Data: Legacy text

## Other Resources

1. Coastline Library