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2019

Oral Communication Course Guidelines (semesters)

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Recommended Citation

Department of Communication Studies

Requirements for COMM 120

Oral Communication

Submitted 2019

Course Requirements

Four required speeches are as follows:

1. Informative (must be research-based)
2. Persuasive (must be research-based)
3. Flexible (choices are below)
4. Flexible (choices are below)
    A. Introductory Speech
    B. Celebratory Speech
        1. Award
        2. Eulogy
        3. Roast
        4. Toast
        5. Tribute
    C. Cultural Artifact Speech
    D. Demonstration Speech
    E. Narrative Speech
    F. Group Speech

Weight of the above 4 required speeches:

1. Persuasive speech is graded the heaviest of all speeches.
2. Informative speech is the second heaviest graded speech.
3. Two flexible speeches are weighted less than the informative speech.

Sequencing options for graded speeches:

Option One	Option Two
1. Flexible speech	1. Flexible speech
2. Flexible speech	2. Informative speech
3. Informative speech	3. Persuasive speech
4. Persuasive speech	4. Flexible speech

Speeches:

Must account for a minimum of 50% of the course grade.

Exam(s):

Must account for 20% of the course grade.

Required Course Topics

Communication Process *

Listening *

Communication Apprehension *

Audience Analysis *

Ethics*

Introductions and Conclusions

Organization

Outlining

Delivery

Informative Speaking

Speaker Credibility

Researching a topic

Supporting materials and citing sources

Visual Aids

Language

Monroe's Motivated Sequence and other persuasive methods

Ethos, Pathos, Logos

Western rhetorical tradition in public speaking

* These topics must be covered in the first four weeks of the term.

Course Objectives

Students will be able to:

1. Identify the roles of oral communication in Western culture and cross-cultural public speaking settings.

2. Apply the basic theoretical and rhetorical elements and processes of oral communication, particularly audience analysis and adaptation.

3. Select, critically think, reason ethically and logically in their use of supporting materials for informative and persuasive speaking.

4. Organize and compose various types of original speeches.

5. Use effective verbal and nonverbal techniques of extemporaneous delivery.

6. Present effective informative and persuasive speeches.

7. Actively listen to the speeches of others.

8. Reduce their level of communication apprehension and develop self-confidence in public communication settings.

9. Constructively evaluate speakers and identify various aspects of effective public speaking.

Course Developmental Skills

By the end of the term, each student should achieve the following developmental skills:

CONTENT	ORGANIZATION	DELIVERY
- orally cites sources - speak ethically - use inclusive language - incorporate effective visual aids - use a variety of supporting materials (e.g. books, scholarly journals, magazines, newspapers, etc.) - adapt message to audience - use logic and reasoning - provide adequate explanation for each main point	- introduce topic clearly - demonstrate clear organization of main points - prepare audience for closure (e.g. signal conclusion) - use clear transitions - use organizational patterns according to context - spend equal time on main points - meet time requirement	- use effective pitch, volume, tone of voice, rate, etc. - speak extemporaneously - use effective verbal and nonverbal techniques - demonstrate self-confidence - prepare and effectively use a speech outline