

SPC 306 Public Speaking

Credit Hours: 3

In-Class Instructional Hours: 3

Labs: 0

Field Work: 0

Catalog Description:

Prerequisite. COM 205

Organization, delivery and evaluation of public speech from a performance and analytical framework for professional, social, public and small group situations

Reasons for Revision:

(Fall 2005) This course (formerly COM 306) was last revised in 1985. This new proposal is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship in the field. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

Note: As part of this overall revision, speech and criticism courses are being re-labeled as SPC rather than COM to distinguish between the humanistic base of the new SPC courses and the applied nature of the courses that will retain the COM prefix.

Student Learning Outcomes: At the completion of this course, students will be able to:	Course Content References:	Assessment:
1. Demonstrate competence in organizing, delivering and evaluating public speeches	III, V, VI	1. Exams, applied projects, written/oral presentations
2. Evaluate audiences' contexts, attitudes, values and responses, and adapt messages accordingly for public speaking purposes	I, II, VII	2. Exams, applied projects, written/oral presentations
3. Compose and deliver extemporaneous public presentations of messages that are effectively organized and well supported	IV, VI	3. Exams, applied projects, written/oral presentations
4. Explain the various theoretical-critical-ethical frameworks of public speaking as an essential communicative behavior, art and skill	I, II	4. Exams, applied projects, written/oral presentations
5. Effectively listen to and critically evaluate public speeches of other presenters	III, IV	5. Exams, applied projects, written/oral presentations
6. Effectively create, organize and support ideas via informative, persuasive and impromptu speeches in social and/or professional settings	IV, V, VI	6. Exams, applied projects, written/oral presentations

Course Content:

- I. Theory
 - A. Theoretical approaches to public speaking
 - B. Logical, emotional and ethical approaches (logos, pathos, ethos)
- II. Conceptual elements of public speaking
 - A. Content
 - B. Organization
 - 1. Introduction
 - 2. Body
 - 3. Transition
 - 4. Conclusion
 - C. Style
 - D. Audience
 - E. Delivery
- III. Listening, viewing and critiquing speeches
 - A. Classic public speeches
 - B. Contemporary public speeches
 - C. Student speeches from previous semesters
- IV. Development of critical analysis
 - A. Principles of speech communication
 - B. Art of public speaking
 - C. Principles of persuasion
- V. Presentational aids
- VI. Types of public speeches
 - A. Impromptu speech
 - B. Informative speech
 - C. Persuasive speech
 - D. Motivational/inspirational
 - E. Instructive
 - F. Critical-analytical oral critiques
- VII. Research for public speeches
 - A. Content/topical research
 - B. Presentation research
 - C. Audience research
 - D. Environmental/social research

Resources:

Current Scholarship in the Field.

- Beebe, S.A., & Beebe, S.J. (2001). *Public speaking: An audience-centered approach* (5th ed.). Boston: Allyn & Bacon.
- Bovee, C.L. (2003). *Contemporary public speaking* (2nd ed.). Lanham MD: Rowman & Littlefield.
- Brydon, S.R., & Scott, M.D. (2002). *Between one and many: The art and science of public speaking* (4th ed.). New York: McGraw-Hill.
- Bryski, B.G., & Brown, T.J. (2006). *Public speaking for success: Strategies for diverse audiences and occasions*. Plymouth MI: Hayden McNeil.
- DeVito, J.A. (2005). *The essential elements of public speaking* (2nd ed.). Boston: Allyn & Bacon.
- German, K.M., & Gronbeck, B.E. (2003). *Principles of public speaking* (15th ed.). Boston: Allyn & Bacon.
- Grice, G.L., & Skinner, J.E. (2003). *Mastering public speaking* (5th ed.). Boston: Allyn & Bacon.
- Jaffe, C. (2003). *Public speaking: Concepts and skills for a diverse society*. Belmont CA: Wadsworth.
- Lucas, S.E. (2003). *The art of public speaking*. New York: McGraw-Hill.
- McLean, S. (2004). *Basics of speech communication*. Boston: Allyn & Bacon.
- Osborn, M., & Osborn, S. (2005). *Public speaking* (7th ed.). Boston: Houghton Mifflin.
- Samovar, L.S. (2000). *Oral communication: Speaking across cultures*. Los Angeles: Roxbury.
- Sellnow, D.D. (2002). *Public speaking: A process approach*. Belmont CA: Wadsworth.
- Truman, J., & Fraleigh, D. (2003). *The St. Martin's guide to public speaking*. Boston: Bedford/St. Martin's.
- Young, K.S., & Travis, H.P. (2004). *Oral communication: Skills, choices, and consequences*. Prospect Heights IL: Waveland.
- Zarefski, D.R. (2001). *Public speaking: Strategies for success* (3rd ed.). Boston: Allyn & Bacon.

Periodicals:

Applied Communication Research
Communication Education
Communication Quarterly
Communication Monographs
Communication Studies
Critical Studies in Mass Communication
Quarterly Journal of Speech
Small Group Research
Speech Communication annual