Effective Semester / Session: Fall and Spring 2013

Type of Action:
- New
- Modification
- Cancellation

Course Alpha and Number: CO 210

Course Title: Fundamentals of Speech Communication

Reason for initiating, revising, or canceling:
This course guide has been revised to reflect changes in the textbook and catalog course description.

Thomas D. Sharts
Proposer

Acting Department Chair

Barbara Merfalen
Dean of Academic Programs and Services
Northern Marianas College
Course Guide

Course: CO 210 Fundamentals of Speech Communication

1. Department
Languages & Humanities

2. Purpose
CO 210 is a core course requirement for all degrees offered by the College. It enables students to understand the value and process of communication, and in particular the theories, principles, and methods concerning effective use of speech communication. The course also provides a means for students to improve their informal and formal speech communication abilities.

3. Description

A. Required/Recommended Textbook(s) and Related Materials
   Required:
   Fletcher, Leon, How to Design & Deliver Speeches, 8th ed.
   Readability Level: 8.8

B. Contact Hours
   1. Lecture: 3 per week / 45 per semester
   2. Lab: None
   3. Other: None

C. Credits
   1. Number: 3
   2. Type: Regular degree credits

D. Catalogue Course Description
   Required for all degrees, this is designed to help students develop oral communication skills necessary in personal and professional life. Emphasis will be placed on the principles and skills of effective communication in personal interviews, small-group discussions, and public speeches, as well as on the use of standard US pronunciation. English Placement Level: EN 101. The course is offered in both fall and spring semesters.
E. Degree or Certificate Requirements Met by Course
CO 210 is a core course requirement for all degrees offered by NMC.

F. Course Activities and Design
Course activities include lectures, small group discussion and homework assignments. Students take quizzes and orally evaluate other class speeches and participate in a final class debate. Students are expected to fully participate in class discussions, read and discuss assignments and complete other course work.

4. Course Prerequisite(s); Concurrent Course Enrollment; Required English/Mathematics Placement Level(s)
English Placement Level: EN 101; Math Placement Level: none.

5. Estimated Cost of Course; Instructional Resources Needed
Cost to the Student: Tuition for a 3-credit course, instructional materials fee, technology access fee, and textbook.

Cost to the College: Instructor’s salary.

Instructional resources needed for this course include chalk and chalkboard, a large classroom, flip chart pads and easels, index cards, and library books and periodicals to be identified by the instructor.

6. Method of Evaluation
Student grades will be based on the regular letter grade system as described below:

A: Excellent – grade points: 4.0;
B: Above average – grade points: 3.0;
C: Average – grade points: 2.0;
D: Below average – grade points: 1.0;
F: Failure – grade points: 0.0.

NMC's grading and attendance policies will be followed.
7. **Course Outline**

This is a typical outline and does not necessarily indicate the sequence in which the material is presented.

1.0 Public Speaking
   1.1 The importance of audience-centered communication
   1.2 Legal and ethical responsibilities
   1.3 Public speaking as a learned activity

2.0 Public Speaking and Addressing Nervousness
   2.1 Developing an effective speech plan with goals
   2.2 Utilizing the research process
   2.3 Using visual aids
   2.4 Practicing wording and delivery
   2.5 Coping with nervousness

3.0 Listening Critically to Speeches
   3.1 Importance of listening, active and passive listening
   3.2 Retaining information
   3.3 Critical analysis of speeches

4.0 Determining Speech Goals
   4.1 Selecting a topic
   4.2 Analyzing audience, occasion and setting
   4.3 Writing the speech goal and thesis

5.0 Researching, Recording and Using Information
   5.1 Sources of information: personal knowledge, observation, interviews and surveys
   5.2 Supporting information: facts and opinions
   5.3 Recording information and citing sources in speech

6.0 Adapting to Audiences
   6.1 Speaking directly to the audience
   6.2 Creating and maintaining audience interest
   6.3 Adapting to different audience levels of understanding
   6.4 Building a positive attitude toward the speaker
   6.5 Developing a plan of adaptation
7.0 Organizing Speech Material
   7.1 Preparing the body of the speech
   7.2 Preparing the introduction of the speech
   7.3 Preparing the conclusion
   7.4 Writing an outline

8.0 Creating and Using Visual Aids
   8.1 Types of visual aids
   8.2 Guidelines for using visual aids

9.0 Practicing Speech Delivery
   9.1 Methods of delivery: impromptu, manuscript, memorization and extemporaneous
   9.2 Physical elements of delivery: voice, articulation and body action
   9.3 Characteristics of delivery resulting in conversational quality
   9.4 Speech rehearsal

10.0 Principles of Informative Speaking
    10.1 Nature of informative speeches
    10.2 Principles of informative speeches

11.0 Practicing Informative Speaking Skills
    11.1 Demonstrating processes in public speaking
    11.2 Describing in public speaking
    11.3 Definition in public speaking: short, stipulated and extended
    11.4 Reporting in public speaking

12.0 Principles of Persuasive Speaking
    12.1 Writing a persuasive specific goal
    12.2 Analyzing your audience
    12.3 Giving logical reasons and evidence
    12.4 Organizing materials to meet audience attitudes
    12.5 Using emotion to motivate
    12.6 Building credibility

13.0 Practicing Persuasive Speaking Skills
    13.1 Reasoning with audiences
    13.2 Motivating audiences
    13.3 Refuting persuasive claims
8. **Instructional Goals**
   This course introduces students to:

   1.0 The role of audience in public speaking;
   2.0 How nervousness affects clear public speaking;
   3.0 Critical listening;
   4.0 Setting goals in presenting a speech;
   5.0 Researching information to be used in a speech;
   6.0 Adapting to different audiences;
   7.0 Organizing and presenting the introduction, body and conclusion of a speech;
   8.0 Visual aids in public speaking;
   9.0 The principles of informative public speaking; and
   10.0 The principles of persuasive public speaking.

9. **Student Learning Outcomes**
   Upon successful completion of this course, students will able to:

   1.0 Recognize and address the role of audience in public speaking;
   2.0 Identify how nervousness affects clear public speaking;
   3.0 Employ critical listening skills when evaluating public speaking;
   4.0 Set attainable goals in presenting a speech;
   5.0 Research information to be used in informative and persuasive speeches;
6.0 Adapt to a variety of audiences when giving informative and persuasive speeches;

7.0 Organize and present the introduction, body and conclusion of informative and persuasive speeches;

8.0 Employ visual aids in public speaking;

9.0 Identify the goals, principles, types and techniques of informative speaking, and research and prepare a 4-5 minute informative speech; and

10.0 Identify the goals, principles, types and techniques of persuasive speaking, and research and prepare a 4-5 minute persuasive speech.

10. Assessment Measures
Assessment of student learning may include, but not be limited to, the following:

1.0 Class participation,
2.0 Performance in mock interviews,
3.0 Performance in structured small-group discussions,
4.0 Performance in individual speeches and in team speeches (midterm and final exams), and
5.0 Quizzes.