

COCONINO COMMUNITY COLLEGE
COURSE OUTLINE

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Status: Permanent
Effective Term: Fall 2017

January 17, 2017

A. Identification:

1. Subject Area: Speech (SPC)
2. Course Number: 200
3. Course Title: Advanced Speech Communication
4. Credit Hours: 3
5. Course Description: Advanced speech communication skills emphasizing appropriate delivery methods, successful visual aids, ethics of how you prepare your “pitch” or angle, awareness of cultural significance, and appropriate response styles based on audience analysis. Performance based, improving speaking skills. Prerequisite: SPC 100 or Consent of Instructor. Three lecture. Fall, Spring.

B. Course Goals: To refine the student’s speaking skills with particular emphasis on successful outcomes. Students will learn how to construct and deliver presentations based on “friendly” audiences (pre-disposed to the speaker’s point of view) and “hostile” audiences (pre-disposed to the opposition of the speaker’s point of view).

C. Course Outcomes:

Upon completion of the course, students will:

1. develop and demonstrate active listening skills;
2. use research tools to discover and organize information from a variety of sources;
3. use audience analysis techniques to prepare persuasive arguments directed at specific audiences including audiences that are “hostile” or “friendly” to your point of view;
4. use technology to prepare and deliver speeches;
5. deliver a variety of oral/signed presentations;
6. use language appropriate to the subject and audience to express ideas:
 - a. this includes knowledge level of your audience, relationship to your audience, demographics of your audience (gender, ethnicity, language, and others), and if your audience is “friendly” or “hostile” to your viewpoint;
7. demonstrate poise during public speaking;
8. critique content and delivery of presentations using a variety of formats;
9. participate in group activities;
10. identify and apply fundamentals of communication theory;
11. identify and apply cultural awareness in presentations through the study of why we, as audience members and as members of society, hold certain cultural biases. (e.g. in Yassmin Abdel-Magied’s “What does my headscarf mean to you?” talk, why are we surprised that the surgeon is a female and why are we surprised that the speaker is a race car engineer. This is just one illustrative example;
12. identify and apply reasoning skills;
13. build persuasive arguments with a solid call to action;
14. learn and practice advanced speech writing skills, resulting in written speeches, of at least 1,500 words, to be delivered by themselves or others;
15. and analyze historical and contemporary speeches, from a variety of backgrounds (including socio-economic, geographic, gender, and ethnicity), for rhetorical stylistic choices, effectiveness of persuasive arguments, and appropriateness to the audience.

D. Course Outcomes Assessment will include:

1. course grades determined by the instructor as outline in the course syllabus;
2. student preparation and presentation of multimedia speeches;
3. instructor and peer critique of student speaking skills;
4. and successful student development of at least one speech, of at least 1,500 words, intended for delivery by another speaker.

E. Course Content will include:

1. values of personal, public, and cultural communication;
2. planning and organizing presentations;
 - a. audience: culture, age, gender, ethnicity, knowledge of material, environment, relationship to audience.;
 - b. purpose: informal personal, informative, persuasive;
 - c. structure: research, organization pattern, outline
3. skills and techniques
 - a. self-confidence;
 - b. rhetorical sensitivity;
 - c. non-verbal languages and eye contact;
 - d. language: word choice, meanings, articulation;
 - e. voice: pitch, tone, volume, rate
4. critical observation skills;
 - a. critiques;
 - b. ethics;
 - c. logic;
 - d. emotion
5. technology
 - a. information gathering;
 - b. software and equipment in presentations
6. group activities;
 - a. leadership and task roles;
 - b. decision making
7. and communication models and theory.