

# Bemidji State University

## SPCM 1100: Public Speaking

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: \*.\*

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: Goal 01 - Communication

This course emphasizes the preparation and delivery of individual and group presentations. Students will learn to research, construct, and deliver informed and ethical presentations for various audiences, as well as understand the fundamental principles of written and public communication. Liberal Education Goal Area 1

### B. COURSE EFFECTIVE DATES: 01/11/2010 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Introduction to public speaking
2. Selecting your speech topic
3. Analyzing your audience
4. Delivering your speech
5. Ethical Speaking and Listening
6. Ethics of public speaking
7. Introductions and conclusions
8. Organizing the body of your speech
9. Outlining your speech
10. Researching your topic
11. Speaking confidently/speech apprehension
12. Speaking in and as a group
13. Speaking to inform
14. Strategy of persuasion
15. Structure of persuasion
16. Supporting your speech
17. Using visual aids
18. Word your speech

## **D. LEARNING OUTCOMES (General)**

1. . identify and apply fundamental communication concepts (exams)
2. . present arguments and information from various points of view (activities and speech preparation) (LE1 A, C, E; 2 A, C)
3. . synthesize diverse research material for supporting claims (activities and speech preparation) (LE1 A, C; 2 A, B)
4. . assess the credibility and validity of sources (exams, activities and speech preparation) (LE1 C)
5. . demonstrate appropriate communication practices such as listening, verbal, nonverbal, critical thinking and ethics for specific audiences (exams, activities, and speech preparation) (LE1 B, D; 2 A)
6. . design (in writing) well-organized individual and group presentations with proper source documentation (activities and speech preparation) (LE1 A, B, C, D, E, F; 2 A, B, C)
7. . conduct appropriate audience analyses for particular presentations (activities and speech preparation) (LE1 C, D)
8. . critique self and others; presentations (orally and in writing) in a thoughtful and thought-filled manner (activities and speech preparation) (LE1 C, D, F)
9. . deliver (orally) well-organized individual and group presentations with proper source documentation (activities and speech preparation) (LE1 A, B, D, F)

## **E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

### Goal 01 - Communication

1. Understand/demonstrate the writing and speaking processes through invention, organization, drafting, revision, editing and presentation.
2. Participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.
3. Locate, evaluate, and synthesize in a responsible manner material from diverse sources and points of view.
4. Select appropriate communication choices for specific audiences.
5. Construct logical and coherent arguments.
6. Use authority, point-of-view, and individual voice and style in their writing and speaking.

## **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

## **G. SPECIAL INFORMATION**

None noted