A. **TITLE**: Introduction to Speech

B. **COURSE NUMBER**: SPCH 104  
   **SHORT TITLE**: Intro Speech

C. **CREDIT HOURS**: 3

D. **WRITING INTENSIVE COURSE (OPTIONAL)**:

E. **COURSE LENGTH**: 15 weeks

F. **SEMESTER(S) OFFERED**:

G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY**: 3 hours per week

H. **CATALOGUE DESCRIPTION**: This course is an introduction to the principles of effective speech communication. It includes techniques of audience analysis, establishing credibility as a speaker, planning, organizing and researching material, and delivery and use of audio visual aids. Both informative and persuasive speaking are covered. Three hours per week.

I. **PRE-REQUISITES/CO-COURSES**: None

J. **GOALS (STUDENT LEARNING OUTCOMES)**:

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<td>a. Plan, organize, and research the content of an oral speech.</td>
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<td>b. Deliver speeches</td>
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<td>c. Use visual aids effectively</td>
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K. **TEXTS**: (Representational) Michael Osborn & Suzanne Osborn, *Public Speaking*

L. **REFERENCES**: No specific references: library research required

M. **EQUIPMENT**: Classroom computer

N. **GRADING METHOD**: A-F

O. **MEASUREMENT CRITERIA/METHODS**:
   - participation
   - speech writing
   - outlines
   - speeches
   - research
   - evaluations (self and other speakers)
P. TOPICAL OUTLINE:

Q. LABORATORY OUTLINE:

DETAILED OUTLINE

SPCH 104 - INTRODUCTION TO SPEECH

TOPICS

I. Foundation of Public Speaking
   A. Benefits of Public Speaking
   B. Public Speaking as Communication
   C. Speaking and Ethics

II. First Speech
   A. Understanding Impressions
   B. Introducing Self and Others
   C. Developing the First Speech
   D. Controlling Communication Anxiety

III. Developing Listening Skills
   A. Nature and Importance of Effective Listening
   B. Overcoming Barriers to Effective Listening
   C. Developing Critical Thinking and Listening Skills
   D. Evaluating Speeches
   E. Ethical Responsibilities as a Listener

IV. Adapting to Audience and Situation
   A. Adapting for Audience Dynamics
   B. Adjusting to Audience Demographics
   C. Meeting the Challenges of Audience Diversity
   D. Adjusting to the Communication Situation

V. Selecting and Researching Topics
   A. Finding a Good Topic
   B. Determining the Purpose
   C. Acquiring Responsible Knowledge
   D. Recording Information
VI. Using Supporting Materials in the Speech
   A. Facts and Statistics
   B. Testimony
   C. Examples
   D. Narratives
   E. Three Techniques for Using Support Materials
   F. Deciding What Support Material to Use

VII. Structuring the Speech
   A. Principles of Good Form
   B. Structuring the Body of the Speech
   C. Using Transitions
   D. Introducing the Message
   E. Developing an Effective Conclusion

VIII. Outlining the Speech
   A. Developing a Working Outline
   B. Developing a Formal Outline
   C. Developing a Key-Word Outline

IX. Presentation Aids
   A. Uses and Advantages of Presentation Aids
   B. Kinds of Presentation Aids
   C. Presentation Media
   D. Preparing Presentation Aids
   E. Using Presentation Aids

X. Using Language Effectively
   A. The Power of the Spoken Word
   B. Using Language Resources
   C. Using Language Effectively

XI. Presenting the Speech
   A. What Makes an Effective Presentation
   B. Methods of Presentation
   C. Using Voice Effectively
   D. Using the Body to Communicate
XII. Informative Speaking
   A. The Functions of Informative Speaking
   B. Helping the Audience Learn
   C. Types of Informative Speeches
   D. Speech Designs

XIII. Persuasive Speaking
   A. Characteristics of Persuasive Speaking
   B. The Process of Persuasion
   C. The Challenges of Persuasion
   D. Major Persuasive Functions
   E. Designs for Persuasive Speaking

XIV. Evidence, Proof, and Argument
   A. Using Evidence Effectively
   B. Proving Points
   C. Forming Arguments
   D. Avoiding Defective Persuasion

XV. Ceremonial Speaking
   A. Techniques of Ceremonial Speaking
   B. Types of Ceremonial Speeches