

STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK

COURSE OUTLINE

SPCH 104 INTRODUCTION TO SPEECH

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**SCHOOL OF BUSINESS AND LIBERAL ARTS HUMANITIES
HUMANITIES DEPARTMENT
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SPCH 104 - INTRODUCTION TO SPEECH

- 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):

a. Plan, organize, and research the content of an oral speech.	1. Comm Skills 2. Critical Thinking 4. Inter-Intrapersonal Skills
b. Deliver speeches	1. Comm Skills
c. Use visual aids effectively	1. Comm Skills 2. Critical Thinking 4. Inter-Intrapersonal Skills

- 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

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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