

# COMM-1010: FUNDAMENTALS OF SPEECH COMMUNICATION

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## Cuyahoga Community College

**Viewing: COMM-1010 : Fundamentals of Speech Communication**

**Board of Trustees:**

June 2023

**Academic Term:**

Fall 2023

**Subject Code**

COMM - Communication Studies

**Course Number:**

1010

**Title:**

Fundamentals of Speech Communication

**Catalog Description:**

Effective speech communication. Application of principles of speech content and delivery to a variety of practical speaking and listening situations.

**Credit Hour(s):**

3

**Lecture Hour(s):**

3

## Requisites

**Prerequisite and Corequisite**

ENG-0995 Applied College Literacies, or appropriate score on English Placement Test; or departmental approval.

Note: ENG-0990 Language Fundamentals II taken prior to Fall 2021 will also meet prerequisite requirements.

## Outcomes

**Course Outcome(s):**

Develop speeches that are consistent and appropriate for the purpose, context, and audience.

**Essential Learning Outcome Mapping:**

Oral Communication: Demonstrate effective verbal and nonverbal communication for an intended audience that is clear, organized, and delivered effectively following the standard conventions of that language.

Information Literacy: Acquire, evaluate, and use information from credible sources in order to meet information needs for a specific research purpose.

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

**Objective(s):**

- a. Apply organizational skills to construct speeches that are context appropriate.
- b. Give several informal and formal speeches in a variety of genres.
- c. Practice communicating for a variety of purposes and distinguish among those purposes.
- d. Recognize the importance of audience analysis and adaptation in public speaking.
- e. Develop and adapt messages, style, and delivery to meet the needs of diverse audiences.
- f. Use speeches to embrace difference, demonstrate diversity and inclusion, and understand relationships between cultures.
- g. Research topics responsibly, ethically, and thoroughly.
- h. Students may include and synthesize personal experience with published sources.
- i. Critically examine sources for credibility, accuracy, relevance, and usefulness.

- j. Synthesize information from multiple sources to construct an argument.
- k. Appropriately cite sources.

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**Course Outcome(s):**

Present speeches using effective verbal and nonverbal delivery techniques and appropriate presentational aids.

**Objective(s):**

- a. Use appropriate and effective verbal and nonverbal delivery.
- b. Use delivery techniques (posture, gesture, eye contact, pauses, and vocal expressiveness) and language choices that make the speech understandable.
- c. Present well-developed and appropriately organized informative material and persuasive arguments.
- d. Use presentational aids or technology in ways that enhance speeches.
- e. Manage communication apprehension and increase confidence across communication contexts. Speakers should appear comfortable.
- f. Monitor and adjust the speech according to audience feedback.
- g. Manage time appropriately.
- h. Make clear distinctions between speakers' ideas and ideas of others.

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**Course Outcome(s):**

Critically and constructively evaluate self and peers' speeches.

**Objective(s):**

- a. Use active-listening skills to objectively evaluate the speeches of others when serving as audience members.
- b. Engage in peer review process to improve speeches, balance the advantages of relying on others while taking responsibility for their own work.

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**Methods of Evaluation:**

- a. Examinations
- b. Quizzes
- c. Formal detailed written outline of speech
- d. Outlining assignments that coincide with speaking assignments
- e. Speeches
- f. Critique of classmates

**Course Content Outline:**

- a. The transactional model of communication
  - i. Sender and receiver
    - 1. Encoding
    - 2. Decoding
  - ii. Message
  - iii. Interpretation
  - iv. Context
  - v. Setting
  - vi. Noise
  - vii. Feedback/listening
  - viii. Channel
- b. Communication apprehension
  - i. Psychological impact
  - ii. Physiological impact
  - iii. Strategies to overcome
  - iv. Confidence building techniques
- c. Preparing an extemporaneous speech: informative speaking and persuasive speaking

- i. Determine the purpose
  - ii. Select a topic
  - iii. Craft a thesis
  - iv. Research
    - 1. Identify effective resources
      - a. Personal experience
      - b. Published sources
      - c. Ethical sources
      - d. Credibility
      - e. Accuracy
      - f. Relevance
      - g. Usefulness
    - 2. Synthesizing information from multiple sources
    - 3. Appropriate citation of sources
  - v. Prepare outline
  - vi. Delivery styles
    - 1. Impromptu
    - 2. Memorization
    - 3. Manuscript
    - 4. Extemporaneous
  - vii. Visual aids
  - viii. Physical and mental preparation
    - 1. Breathing exercises
    - 2. Rehearsal
    - 3. Stress/anxiety
- d. Speech organization
- i. Parts of the speech
    - 1. Introduction
      - a. Attention-getter
      - b. Thesis
    - 2. Body-types of evidence
      - a. Personal experience
      - b. Description
      - c. Examples
      - d. Statistics and facts
      - e. Observation
      - f. Quotes
      - g. Testimonials
    - 3. Conclusion
      - a. Summary
      - b. Call to action
      - c. Final thought
  - ii. Organization
    - 1. Chronological
    - 2. Spatial
    - 3. Order of importance
  - iii. Informative speaking
  - iv. Persuasive speaking
    - 1. Inductive and deductive reasoning
    - 2. Cause and effect
    - 3. Contrast and compare
    - 4. Definition
    - 5. Speech to entertain
- e. Using argumentation and logical proofs
- i. Defining rhetoric
    - 1. Origins of rhetoric
    - 2. Rhetoric in Ancient Greece
    - 3. Rhetoric across the ages
    - 4. Contemporary rhetoric

- ii. Proofs: ways of being persuasive
  - 1. Logos
  - 2. Ethos
  - 3. Pathos
  - 4. Mythos
  - 5. Maslow's hierarchy of needs
  - 6. Cognitive dissonance theory
  - 7. Logic fallacies
    - a. Ad personam ("to the person," or ad hominem, "to the man")
    - b. Ad populum ("to the people")
    - c. Appeal to authority (as verecundiam, "to respectfulness")
    - d. Appeal to ignorance
    - e. Guilt by association
    - f. Post hoc ergo propter hoc ("after this, therefore because of this")
    - g. Red herring
    - h. Slippery slope
- f. Audience analysis and adaptation
  - i. Demographics
  - ii. Psychographics
  - iii. Diversity of audience
- g. Effective use of language
  - i. Appropriate for audience
  - ii. Use of jargon
  - iii. Descriptive
  - iv. Metaphorical
  - v. Objective
  - vi. Subjective
  - vii. Paralanguage
    - 1. Volume
    - 2. Pitch
    - 3. Rate
    - 4. Emphasis
- h. Delivery techniques
  - i. Non-verbal
    - 1. Posture
    - 2. Gesture
    - 3. Eye contact
  - ii. Verbal
    - 1. Pauses
    - 2. Vocal expressiveness
    - 3. Language choices
  - iii. Use of appropriate presentational aids and technology
  - iv. Adapting/adjusting speech based on audience feedback
  - v. Time management
  - vi. Confidence
  - vii. Distinguish between speaker's ideas and ideas of others
- i. Evaluation of both one's own and classmates' speeches
  - i. Listening process
    - 1. Attending
    - 2. Understanding
    - 3. Remembering
    - 4. Evaluating
  - ii. Active listening
  - iii. Objectivity
  - iv. Providing constructive feedback
  - v. Self-evaluation/critique

## Resources

Lucas, Stephen E. *The Art of Public Speaking*. 13th ed. Boston: McGraw-Hill, 2020.

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DeVito, Joseph. *The Essential Elements of Public Speaking*. Upper Saddle River, NJ: Pearson, 2021.

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Beebe, S.A. & Beebe, S.J. *Public Speaking Handbook*. 6th ed. Upper Saddle River, NJ: Pearson, 2019.

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Kory Floyd. *Public Speaking Matters*. 3rd ed. New York, NY: McGraw Hill Education, 2022.

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Gamble, T.K. & Gamble, M.W. . *The Public Speaking Playbook*. 3rd ed. Thousand Oaks, CA: SAGE Publications, Inc., 2021.

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## Instructional Services

### OAN Number:

Ohio Transfer 36 TMCOM and Transfer Assurance Guide OCM013

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