

COMM-101H: HONORS SPEECH COMMUNICATION

Cuyahoga Community College

Viewing: COMM-101H : Honors Speech Communication

Board of Trustees:

2018-01-25

Academic Term:

Fall 2021

Subject Code

COMM - Communication Studies

Course Number:

101H

Title:

Honors Speech Communication

Catalog Description:

In-depth study and application of effective speech communication. Includes principles of speech content and delivery in a variety of speaking and listening situations. Research in the origins and history of speech including classic Greek, Roman, and contemporary models. Emphasis on speaking and speech evaluation.

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):

Deliver extemporaneous speeches, including special occasion, informative, and persuasive.

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):

1. Conduct an audience analysis.
2. Locate and document credible sources.
3. Outline and organize a speech.
4. Develop a presentation aid.

Course Outcome(s):

Critically analyze the process and effects of speech communication transactions.

Objective(s):

1. Summarize transactional model of communication.
2. Distinguish between proofs of argumentation and canons of rhetoric including ethos, pathos and logos.

Course Outcome(s):

Discuss the standards of ethical speaking.

Objective(s):

1. Identify appropriate topics and language for a diverse audience.
 2. Recognize standards of ethical speaking.
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Course Outcome(s):

Evaluate speaker effectiveness.

Objective(s):

1. Recognize organizational components of an effective speech.
 2. Indicate verbal and non-verbal aspects of delivery.
 3. Employ listening styles suited to the message.
 4. Summarize classical theories and modern approaches to speechmaking process.
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Course Outcome(s):

Deliver a final project based on major/area of academic concentration.

Objective(s):

1. Submit proposal at the beginning of the semester.
 2. Determine if the project will be informative or persuasive.
 3. Conduct original research, including audience analysis and data gathering.
 4. Develop presentation aids.
 5. Develop portfolio.
 6. Deliver presentation to class/audience.
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Methods of Evaluation:

1. Examinations
2. Quizzes
3. Speeches
4. Critiques of classmates
5. Self-critiquing via video-taping
6. Group presentation
7. Research paper
8. Oral presentation of student research

Course Content Outline:

1. Transactional model of communication
 - a. Sender and Receiver
 - i. Encoding
 - ii. Decoding
 - b. Message
 - c. Interpretation
 - d. Context
 - e. Setting
 - f. Noise
 - g. Feedback/Listening
 - h. Channel
2. Preparing an extemporaneous speech
 - a. Determine the purpose
 - b. Select a topic
 - c. Craft a thesis
 - d. Identify effective resources
 - e. Prepare outline
 - f. Delivery styles

- i. Impromptu
 - ii. Memorization
 - iii. Manuscript
 - iv. Extemporaneous
- g. Visual aids
- h. Physical and mental preparation
 - i. Breathing exercises
 - ii. Rehearsal
 - iii. Stress/anxiety management
- 3. Speech organization
 - a. Parts of the speech
 - i. Introduction
 - 1. Attention-getter
 - 2. Thesis
 - ii. Body - Types of Evidence
 - 1. Personal Experience
 - 2. Description
 - 3. Examples
 - 4. Statistics and Facts
 - 5. Observation
 - 6. Quotes
 - 7. Testimonials
 - iii. Conclusion
 - 1. Summary
 - 2. Call to Action
 - 3. Final thought
 - b. Organization
 - i. Chronological
 - ii. Spacial
 - iii. Order of Importance
 - c. Informative speaking
 - d. Persuasive speaking
 - i. Inductive and Deductive reasoning
 - ii. Cause and Effect
 - iii. Constrast and Compare
 - iv. Definition
 - e. Speech to entertain
- 4. Audience analysis
 - a. Demographics
 - b. Psychographics
- 5. Effective use of language
 - a. Appropriate for audience
 - b. Use of jargon
 - c. Descriptive
 - d. Metaphorical
 - e. Objective
 - f. Subjective
 - g. Paralanguage
 - i. Volume
 - ii. Pitch
 - iii. Rate
 - iv. Emphasis
- 6. The history of oral communication
 - a. Classic origins
 - i. Aristotle
 - ii. Plato
 - iii. Socrates
 - iv. The Sophists
 - b. Ethical Speech Issues

- c. Contemporary models
 - i. Inform
 - ii. Persuade
 - iii. Entertain
- 7. Critiquing speeches
 - a. Content
 - b. Vocal Delivery
 - c. Physical Delivery
 - d. Theories of rhetoric
- 8. Oral presentation
 - a. Original Research on historical theories
 - b. Application of historical theories
 - c. Incorporation of modern approaches
- 9. Using argumentation and logical proofs
 - a. Defining rhetoric
 - i. Origins of rhetoric
 - ii. Rhetoric in Ancient Greece
 - iii. Rhetoric across the Ages
 - iv. Contemporary Rhetoric
 - b. Proofs: Ways of being Persuasive
 - i. Logos
 - ii. Ethos
 - iii. Pathos
 - iv. Mythos
 - v. Maslow's Hierarchy of Needs
 - vi. Cognitive Dissonance Theory
 - vii. Logic Fallacies
 - 1. Ad personam ("to the person," or ad hominem, "to the man")
 - 2. Ad populum ("to the people")
 - 3. Appeal to authority (ad verecundiam, "to respectfulness")
 - 4. Appeal to ignorance
 - 5. Guilt by association
 - 6. Post hoc ergo propter hoc ("after this, therefore because of this")
 - 7. Red herring
 - 8. Slippery slope
 - viii. Challenging traditional rhetoric
 - 1. Kenneth Burke and a new definition of rhetoric
 - a. Humans are the symbol-making, symbol-using, and symbol-misusing animal
 - b. Humans are the inventor of the negative
 - c. Humans are separated from their natural condition by instruments of their own making
 - d. Humans are goaded by the spirit of hierarchy
 - e. Humans are rotten with perfection

Resources

Lucas, Stephen E. *The Art of Public Speaking*. 12th ed. Boston: McGraw-Hill, 2015.

Osborn, M., Osborn, S., Osborn, R., Turner, K. *Public Speaking: Finding Your Voice*. 10th ed. Boston: Pearson, 2015.

Kory Floyd. *Public Speaking Matters with Instructors Guide to Connect*. New York, NY: McGraw Hill Education, 2015.

Beebe, S.A. Beebe, S.J. *Public Speaking Handbook*. Fourth. Upper Saddle River, NJ: Pearson, 2013.

Resources Other

1. <http://www.americanrhetoric.com/top100speechesall.html>
2. <http://www.americanrhetoric.com/moviespeeches.htm>

3. <http://www.americanrhetoric.com/21stcenturyspeeches.htm>
4. Mensah, A., & Lauer, A. (2013, August). SPCH 1000/1010 - Prof. Mensah . Retrieved April 17, 2014, from <http://libguides.tri-c.edu/mensah>
5. Top 100 Speeches of the 20th Century by Rank - American Rhetoric. (n.d.). Retrieved from <http://www.americanrhetoric.com>

Instructional Services

OAN Number:

Ohio Transfer 36 TMCOM and Transfer Assurance Guide OCM013

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