

Montgomery County Community College
 CMS 120
 Public Speaking
 3-3-0

COURSE DESCRIPTION:

A human performance course that focuses upon the theory, practice, and criticism of different types of informative and persuasive speeches. Emphasis will be placed on strategies of audience analysis, organizational methods, and the use of ethical principles in speech preparation and delivery. Students will present speeches that identify and analyze current societal needs and encourage action to help alleviate at least one of those needs.

REQUISITES:

Previous Course Requirements

- Students must have successfully completed or tested out of ENG 011 Basic Writing II, or ESL 011 Basic Writing II.
- Students must have successfully completed or tested out of REA 011 Fundamentals of College Reading or REA 017 Vocabulary & Reading Comprehension Development II.
- Successful completion of ESL 009 is required for students who place into ESL courses

Concurrent Course Requirements

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Select speech topics and deliver speeches according to the occasion, the audience and the speaker.	Lecture/Discussion Critique Sessions Videotaped Feedback Sessions Student Practice Informative Speeches Persuasive Speeches Audience Analysis Self-Analysis of Presentations Debate or Group Presentation Discussion and Decision-Making	Informative Speeches Persuasive Speeches Self-Analysis of Presentations Debate or Group Presentation

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
2. Identify and analyze the elements of informative and persuasive speeches.	Lecture/Discussion Analysis of Speeches Critique Sessions Videotaped Feedback Sessions Informative Speeches Persuasive Speeches Organization PSA Debate or Group Presentation	Informative Speeches Persuasive Speeches Self-Analysis of Presentations Debate or Group Presentation Quizzes/Exams
3. Employ research information and evaluate evidence.	Informative Speech Persuasive Speeches Debate or Group Project	Informative Speeches Persuasive Speeches Self-Analysis of Presentations Debate or Group Presentation
4. Show expanded facility in constructing arguments.	Persuasive Speeches Debate or Group Project	Persuasive Speeches Debate or Group Project
5. Explain and use Aristotelian models of proof (ethos, pathos, logos) in a basic manner.	Discussion Analysis of Speeches Critique Sessions Persuasive Speeches Debate or Group Project	Persuasive Speeches Quizzes/Exams
6. Demonstrate the elements of oral style and effective platform techniques.	Informative Speeches Persuasive Speeches Debate	Informative Speeches Persuasive Speeches Debate
7. Demonstrate ability in rhetorical criticism.	Analysis of Speeches Critique Sessions Informative Speech Persuasive Speeches Organization PSA Discussion and Decision-Making	Informative Speech Persuasive Speeches Organization PSA

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
8. Demonstrate analytic listening and informed decision making.	Informative Speech Persuasive Speeches Organization PSA Discussion & Vote	Informative Speech Persuasive Speeches Organization PSA Discussion & Vote

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria*.

SEQUENCE OF TOPICS:

1. Topic Selection
2. Audience Analysis and Adaptation
3. Organization
4. Outlining
5. Research Methods
6. Listening
7. Principles of Informative Speaking
8. Principles of Persuasive Speaking
9. Persuasive Theory (Classical and Contemporary)
10. Speech Delivery
11. Rhetorical Criticism

LEARNING MATERIALS:

Gunn, J. (2018). *Speech Craft*. Boston, MA: Bedford/St. Martin's.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Ann Lacy

Date: 1992

Revised by: Ann Lacy

Date: 2004

VPAA/Provost Compliance Verification: Dr. John C. Flynn, Jr.

Date: 6/22/2005

Revised by: Tobi Mackler

Date: 9/2012

Revised by: Tobi Mackler

Date: 5/2013

VPAA/Provost or designee Compliance Verification:

Victoria L. Bastecki-Perez, Ed.D.

Date: 6/10/2013

Revised by: Thomas Donlan

Date: 3/2014

VPAA/Provost or designee Compliance Verification:

Victoria L. Bastecki-Perez, Ed.D.

Date: 3/18/2014

Revised by: Tom Donlan

Date: 8/27/2017

VPAA/Provost or designee Compliance Verification:

Date: 10/13/2017



This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.