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Speech (SPCH) 1511 Fundamentals of Speech (3 Units) CSU:UC  
[formerly Speech 11]

Advisory: Eligibility for English 1500 strongly recommended

Total Hours: 48 hours lecture

Catalog Description: This course develops the ability to organize, develop, and deliver a speech effectively. Emphasis is on research, organization, presentation, and evaluation. C-ID: COMM 110

Type of Class/Course: Degree Credit

Text: Lucas, Stephen E. *The Art of Public Speaking*. 12<sup>th</sup> ed. New York: McGraw, 2015. Print.

Additional Instructional Materials: None

Course Objectives:

By the end of the course, a successful student will be able to

1. distinguish between the similarities and differences of public speaking and everyday conversation,
2. identify the elements of the speech communication process,
3. identify the causes of poor listening,
4. provide examples of effective listening skills,
5. explain the proper steps for selecting a speech topic,
6. analyze the intended audience,
7. demonstrate skills in gathering materials for a speech,
8. provide examples, statistics, and testimony to support ideas,
9. evaluate library and outside resources,
10. organize the body of a speech,
11. construct an effective speech introduction and conclusion,
12. construct a preparation and speech outline,
13. demonstrate skill in utilizing appropriate language in a speech,
14. compare and contrast the various methods of speech delivery,
15. assemble materials to use as visual aids,
16. identify the types and guidelines for informative and persuasive speeches,
17. apply the principles of small group discussion, and
18. evaluate strengths and weaknesses in student speakers.

Course Scope, Content, and Student Learning Outcomes

- Unit I Speaking and Listening
- A. Speaking in Public
  - B. Ethics and Public Speaking
  - C. Listening
- Unit II Speech Preparation: Getting Started
- A. Selecting a Topic and Purpose
  - B. Analyzing the Audience
  - C. Gathering Materials
  - D. Supporting Ideas
- Unit III Speech Preparation: Organizing and Outlining
- A. Organizing the Body of the Speech
  - B. Beginning and Ending the Speech
  - C. Outlining the Speech
- Unit IV Presenting the Speech
- A. Using Language
  - B. Delivery
  - C. Using Visual Aids
- Unit V Varieties of Public Speaking
- A. Speaking to Inform
  - B. Speaking to Persuade
  - C. Methods of Persuasion
  - D. Speaking on Special Occasions
  - E. Speaking in Small Groups

**Learning Activities Required Outside of Class:**

The students in this class will spend a minimum of 6 hours per week outside of the regular class time doing the following:

1. Studying
2. Answering questions
3. Skill practice
4. Completing required reading
5. Written work
6. Observation of or participation in an activity related to course content

**Methods of Instruction:**

1. Lectures
2. Class discussion and projects
3. Audiovisual presentations



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4. Speeches varying in type and length
  - a. introductory speech
  - b. two informative speeches
  - c. two persuasive speeches
  - d. an impromptu speech

Methods of Evaluation:

1. Substantial writing assignments, including:
  - a. essay exam
  - b. written homework
2. Skill demonstrations, including:
  - a. class performance exams
3. Other examinations, including:
  - a. multiple choice
  - b. true/false items