



### **Course Description**

#### **SPC2608 | Introduction to Public Speaking | 3.00 credits**

SPC2608 is a course in which students will practice speaking to audiences as well as listening to and critically analyzing oral communication. Through oral and written communication, students will learn communication theory as applied to a variety of communication situations and social interactions. Writing intensive course.

### **Course Competencies:**

**Competency 1:** The student will communicate effectively in public social, academic, or business situations by:

1. Utilizing clear, concise, and intelligible vocabulary
2. Using clear sentence structure and organization
3. Speaking clearly and precisely on a given topic
4. Using pitch, intonation, and projection to impact delivery
5. Creating and developing clearly written, cohesive outlines
6. Utilizing effective audio/visual aids and digitally mediated communication to enhance presentations

**Competency 2:** The student will adapt communication based on audience analysis by:

1. Using oral language appropriate to a specific audience
2. Tailoring and adapting communication theories, concepts, and strategies to a specific audience
3. Using non-verbal communication as appropriate to a specific audience
4. Using written language as appropriate to a specific audience
5. Applying principles of ethical communication to meet the needs of diverse audiences

**Competency 3:** The student will effectively prepare to present various speeches by:

1. Using appropriate methods of audience analysis
2. Distinguishing among various types of presentations
3. Identifying credible sources of information
4. Gathering legitimate information to support ideas without distorting or plagiarizing content
5. Organizing, substantiating, and verbalizing ideas to accomplish communication intentions effectively
6. Integrating research from credible sources correctly and ethically to support a speech
7. Using appropriate choice of words, nonverbal communication, evidence, and scholarly sources to support a speech
8. Utilizing ethical, logical, and emotional appeals appropriate for specific audiences
9. Acknowledging all sources of information by using APA documentation standards

**Competency 4:** The student will use listening in public speaking situations by:

1. Identify strategies to overcome and control internal and external noise
2. Identifying main ideas and essential details
3. Differentiating between fact and opinion, whether stated or implied
4. Distinguishing messages for their usefulness, accuracy, and credibility
5. Demonstrating recognition of effective intonation, pitch, and voice
6. Observing, reflecting, and demonstrating critical listening skills
7. Responding appropriately to written and oral critiques
8. Identifying logical, emotional, and psychological appeals in rhetorical strategies utilized by the speaker

### **Learning Outcomes:**

- Communicate effectively using listening, speaking, reading, and writing skills
- Formulate strategies to locate, evaluate, and apply information