



**Purpose:** It is the intention of this Administrative-Master Syllabus to provide a general description of the course, outline the required elements of the course and to lay the foundation for course assessment for the improvement of student learning, as specified by the faculty of Wharton County Junior College, regardless of who teaches the course, the timeframe by which it is instructed, or the instructional method by which the course is delivered. It is not intended to restrict the manner by which an individual faculty member teaches the course but to be an administrative tool to aid in the improvement of instruction.

**Course Title** – Public Speaking  
**Course Prefix and Number** – SPCH 1315  
**Department** - SPEECH  
**Course Type:** (check one)

**Division** - CFA

- Academic General Education Course (from ACGM – but not in WCJC Core)
- Academic WCJC Core Course
- WECM course (This course is a Special Topics or Unique Needs Course: Y  or N )

**Semester Credit Hours # : Lecture Hours # : Lab/Other Hours #**    3:3:0

**Equated Pay hours for course** - 3

**Course Catalog Description** –Application of communication theory and practice to the public speaking context, with emphasis on audience analysis, speaker delivery, ethics of communication, cultural diversity, and speech organizational techniques to develop students’ speaking abilities, as well as ability to effectively evaluate oral presentations

List Lab/ Other Hours
Lab Hours
Clinical Hours
Practicum Hours
Other (list)

**Prerequisites/Co-requisites** - TSI satisfied in Reading or concurrent enrollment in READ 0306 or READ 0307

**Prepared by** Patrick Ralls

**Date** 4-4-13

**Reviewed by Department Head** Patrick Ralls

**Date** 4-4-13

**Accuracy Verified by Division Chair** *gghunt*

**Date** 5-29-13

**Approved by Dean or Vice President of Instruction** *gghunt*

**Date** 5-29-13



**I. Topical Outline** – Each offering of this course must include the following topics (be sure to include information regarding lab, practicum, clinical or other non-lecture instruction):

- Elements of public speaking, basic communication theory
- Communication apprehension
- Listening
- Topic, purpose, thesis
- Researching the speech topic
- Audience Analysis
- Organizational patterns
- Introductions, conclusions, transitions
- Outlining
- Effective speech delivery
- Developing the informative speech
- Developing the persuasive speech

**II. Course Learning Outcomes**

<b>Learning Outcomes</b>	<b>Methods of Assessment</b>
<p><b>Upon successful completion of this course, students will:</b></p> <ol style="list-style-type: none"> <li>1. Demonstrate an understanding of the foundational models of communication.</li> <li>2. Apply elements of audience analysis.</li> <li>3. Demonstrate ethical speaking and listening skills by analyzing presentations for evidence and logic.</li> <li>4. Research, develop and deliver extemporaneous speeches with effective verbal and nonverbal techniques.</li> <li>5. Demonstrate effective usage of technology when researching and/or presenting speeches.</li> <li>6. Identify how culture, ethnicity and gender influence communication.</li> <li>7. Develop proficiency in presenting a variety of speeches as an individual or group (e.g. narrative, informative or persuasive).</li> </ol>	<p>Students will prepare four to five oral presentations to demonstrate their comprehension and proficiency skills. The following outcomes are assessed during at least one presentation. The choice of which presentation/s varies according to the teaching style of the individual instructor. Outcomes assessed at least once (and may be assessed with each presentation) include: #1, #2, #3, #4, #5, #6, #7.</p> <p>This course requires a departmental exit exam in which knowledge of theory and communication concepts are assessed. Outcomes assessed include: #1, #2, #3, #4, #5, #6, #7.</p>

**III. Required Text(s), Optional Text(s) and/or Materials to be Supplied by Student.**

DK Guide to Public Speaking by Lisa A. Ford-Brown, Pearson, Current Edition

**IV. Suggested Course Maximum - 25**

**V. List any specific spatial or physical requirements beyond a typical classroom required to teach the course.**

Smart classroom with podium

**VI. Course Requirements/Grading System – Describe any course specific requirements such as research papers or reading assignments and the generalized grading format for the course**

Four or five oral presentations will be delivered in front of an audience during the semester. The speech presentations will represent 60%-83% of the overall average in the class. Written assignments will represent 17%-40%. Additionally, all students must take the departmental exit exam (which is one of the aforementioned presentations). Examination items consist of one or more of the following: multiple choice, short answer, true/false, matching, fill-in-the-blank, and essay.

A (90-100); B (80-89); C (70-79); D (60-69); F (Below 60)

**VII. Curriculum Checklist**

- **Academic General Education Course** (from ACGM – but not in WCJC Core)  
No additional documentation needed

- **Academic WCJC Core Course**  
Attach the Core Curriculum Review Forms

- Critical Thinking
- Communication
- Empirical & Quantitative Skills
- Teamwork
- Social Responsibility
- Personal Responsibility

- **WECM Courses**  
If needed, revise the Program SCANS Matrix & Competencies Checklist.



**Wharton County  
Junior College**

**Core Curriculum Review Form**

Foundational Component Area: **Communication**

Course Prefix & Suffix: \_\_\_\_\_

Core Objective: **Critical Thinking Skills**—to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information

*Student Learning Outcome supporting core objective:*

*For each core objective, there must be at least two different methods of assessment.*

SLO Status	Student Learning Outcome (SLO)	Learning Activity	Assessment
The SLO is:	Insert SLO (from Administrative Master Syllabi) below	Provide a brief name and description of the sample learning activity:	Provide a brief name and description of the sample quiz, exam, rubric, assignment, etc. for assessing the objective:
<input type="checkbox"/> Existing <input type="checkbox"/> Revised <input type="checkbox"/> New <input type="checkbox"/> State Mandated			
<input type="checkbox"/> Existing <input type="checkbox"/> Revised <input type="checkbox"/> New <input type="checkbox"/> State Mandated			
<input type="checkbox"/> Existing <input type="checkbox"/> Revised <input type="checkbox"/> New <input type="checkbox"/> State Mandated			

Department Head: \_\_\_\_\_  
 WCJC Core Curriculum Review Form-Communication (April 2013)

Date: \_\_\_\_\_



**Wharton County  
Junior College**

**Core Curriculum Review Form**

Foundational Component Area: **Communication**

Course Prefix & Suffix: \_\_\_\_\_

Core Objective: **Communication Skills**—to include effective development, interpretation and expression of ideas through written, oral and visual communication

*Student Learning Outcome supporting core objective:*

*For each core objective, there must be at least two different methods of assessment.*

SLO Status	Student Learning Outcome (SLO)	Learning Activity	Assessment
The SLO is:	Insert SLO (from Administrative Master Syllabi) below	Provide a brief name and description of the sample learning activity:	Provide a brief name and description of the sample quiz, exam, rubric, assignment, etc. for assessing the objective:
<input type="checkbox"/> Existing <input type="checkbox"/> Revised <input type="checkbox"/> New <input type="checkbox"/> State Mandated			
<input type="checkbox"/> Existing <input type="checkbox"/> Revised <input type="checkbox"/> New <input type="checkbox"/> State Mandated			
<input type="checkbox"/> Existing <input type="checkbox"/> Revised <input type="checkbox"/> New <input type="checkbox"/> State Mandated			

Department Head: \_\_\_\_\_  
 WCJC Core Curriculum Review Form-Communication (April 2013)

Date: \_\_\_\_\_  
 Page 2



**Wharton County  
Junior College**

**Core Curriculum Review Form**

Foundational Component Area: **Communication**

Course Prefix & Suffix: \_\_\_\_\_

Core Objective: **Teamwork**—to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal

*Student Learning Outcome supporting core objective:*

*For each core objective, there must be at least two different methods of assessment.*

SLO Status	Student Learning Outcome (SLO)	Learning Activity	Assessment
The SLO is:	Insert SLO (from Administrative Master Syllabi) below	Provide a brief name and description of the sample learning activity:	Provide a brief name and description of the sample quiz, exam, rubric, assignment, etc. for assessing the objective:
<input type="checkbox"/> Existing <input type="checkbox"/> Revised <input type="checkbox"/> New <input type="checkbox"/> State Mandated			
<input type="checkbox"/> Existing <input type="checkbox"/> Revised <input type="checkbox"/> New <input type="checkbox"/> State Mandated			
<input type="checkbox"/> Existing <input type="checkbox"/> Revised <input type="checkbox"/> New <input type="checkbox"/> State Mandated			

Department Head: \_\_\_\_\_  
 WCJC Core Curriculum Review Form-Communication (April 2013)

Date: \_\_\_\_\_  
 Page 3



**Wharton County  
Junior College**

**Core Curriculum Review Form**

Foundational Component Area: **Communication**

Course Prefix & Suffix: \_\_\_\_\_

Core Objective: **Personal Responsibility**—to include the ability to connect choices, actions and consequences to ethical decision-making

*Student Learning Outcome supporting core objective:*

*For each core objective, there must be at least two different methods of assessment.*

SLO Status	Student Learning Outcome (SLO)	Learning Activity	Assessment
The SLO is:	Insert SLO (from Administrative Master Syllabi) below	Provide a brief name and description of the sample learning activity:	Provide a brief name and description of the sample quiz, exam, rubric, assignment, etc. for assessing the objective:
<input type="checkbox"/> Existing <input type="checkbox"/> Revised <input type="checkbox"/> New <input type="checkbox"/> State Mandated			
<input type="checkbox"/> Existing <input type="checkbox"/> Revised <input type="checkbox"/> New <input type="checkbox"/> State Mandated			
<input type="checkbox"/> Existing <input type="checkbox"/> Revised <input type="checkbox"/> New <input type="checkbox"/> State Mandated			

Department Head: \_\_\_\_\_  
 WCJC Core Curriculum Review Form-Communication (April 2013)

Date: \_\_\_\_\_