Western Technical College

10801198  Speech

Course Outcome Summary

Course Information

Description
Explores the fundamentals of effective oral presentation to small and large groups. Topic selection, audience analysis, methods of organization, research, structuring evidence and support, delivery techniques, and other essential elements of speaking successfully, including the listening process, form the basis of the course.

Instructional Level
Associate Degree Courses

Total Credits
3

Total Hours
54

Textbooks


Course Competencies

1. Demonstrate active listening.

Assessment Strategies
1.1. by completing a personal listening survey

Criteria

You will know you are successful when
1.1. you differentiate among facts, inferences, and/or opinions.
1.2. you follow directions.
1.3. you paraphrase information accurately.
1.4. you differentiate between intellectual and emotional content.
1.5. you assess personal listening style.

2. Analyze audiences.

Assessment Strategies
2.1. by completing an audience analysis

Criteria

You will know you are successful when
2.1. you perform an audience analysis for a given presentation.
2.2. you summarize audience demographics.
2.3. you predict audience beliefs, knowledge, attitudes, and values as they relate to the topic or goals of the presentation.
3. **Demonstrate ethical responsibility in public speaking.**

   **Assessment Strategies**
   3.1. by submitting a bibliography

   **Criteria**

   **You will know you are successful when**
   
   3.1. you avoid plagiarism.
   3.2. you orally cite sources.
   3.3. you document sources using MLA (or other designated) style sheet.
   3.4. you exhibit social and cultural sensitivity in selection of topic, use of examples, and word choice in order to avoid stereotyping.
   3.5. you use persuasive evidence responsibly.

4. **Examine research-based evidence, logical reasoning, and examples to clarify, prove, and add interest to the presentation.**

   **Assessment Strategies**
   4.1. by incorporating supporting materials into a presentation

   **Criteria**

   **You will know you are successful when**
   
   4.1. you examine supporting materials (testimony, examples, statistics, personal experiences) to support ideas.
   4.2. you examine evidence such as author credentials, relevance and validity of data, and accuracy of quotes.
   4.3. you differentiate between fact, inference, and opinion.
   4.4. you analyze sound reasoning and fallacies.

5. **Analyze speech organizational patterns.**

   **Assessment Strategies**
   5.1. by preparing a graphic organizer

   **Criteria**

   **You will know you are successful when**
   
   5.1. you examine organizational patterns that flow from the central idea and speaker's purpose.
   5.2. you examine the use of the audience analysis to prepare the graphic organizer.
   5.3. you include an introduction, body, and conclusion with appropriate transitions.
   5.4. you include evidence of the use of the audience analysis.
   5.5. you employ recognizable and logical patterns (ie. chronological, spatial, order of importance, compare/contrast, problem/solution, cause/effect, motivational, or topical).
   5.6. you include a bibliography.

6. **Examine the use of audiovisual aids in presentations.**

   **Assessment Strategies**
   6.1. by producing visual aids

   **Criteria**

   **You will know you are successful when**
   
   6.1. you examine purposes of visual aids.
   6.2. you examine types of visual aids considering appropriate technology.
   6.3. you examine the correct use of visual aids.
   6.4. you prepare visual aid(s) correctly.

7. **Demonstrate effective delivery skills.**

   **Assessment Strategies**
   7.1. by presenting a speech to the class

   **Criteria**
You will know you are successful when

7.1. you demonstrate poise and confidence.
7.2. you use effective vocal skills.
7.3. you use appropriate language and word choice that are appropriate and effective for the audience, purpose, and situation.
7.4. you exhibit effective nonverbal presentation skills.

8. **Evaluate presentations.**

**Assessment Strategies**
8.1. by completing a peer and self evaluation

**Criteria**

You will know you are successful when

8.1. you employ pre-determined criteria to objectively evaluate the content and delivery of presentations given by others and self.
8.2. you include suggestions for improvement.
8.3. you develop a plan for self-improvement that includes strengths and weaknesses in response to peer and instructor critique of presentation.

9. **Present a speech to inform.**

**Assessment Strategies**
9.1. by presenting the appropriate speech in class

**Criteria**

You will know you are successful when

9.1. you prepare a graphic organizer.
9.2. you document sources using specified format.
9.3. you include oral reference to sources cited in bibliography.
9.4. your presentation length is within specified time range.
9.5. you meet specified criteria for effective delivery.
9.6. you meet criteria for ethical responsibility.
9.7. you show evidence of audience analysis.
9.8. you exhibit social and cultural sensitivity.
9.9. you respond and adapt to audience verbal and non-verbal feedback during the presentation.
9.10. you respond appropriately to questions.
9.11. your visual aid(s), if used, meet specified criteria.
9.12. you perform a self-evaluation of the presentation, as assigned.

10. **Present a speech to persuade.**

**Assessment Strategies**
10.1. by presenting the appropriate speech in class

**Criteria**

You will know you are successful when

10.1. you prepare a graphic organizer.
10.2. you document sources using specified format.
10.3. you include oral reference to sources cited in bibliography.
10.4. your presentation length is within specified time range.
10.5. you meet specified criteria for effective delivery.
10.6. you meet criteria for ethical responsibility.
10.7. you show evidence of audience analysis.
10.8. visual aid(s), if used, meet specified criteria.
10.9. you exhibit social and cultural sensitivity.
10.10. you apply sound reasoning to persuasive message.
10.11. you avoid fallacies in the persuasive message.
10.12. you respond and adapt to audience verbal and non-verbal feedback during the presentation.
10.13. you respond appropriately to questions.
10.14. you perform a self-evaluation of the presentation, as assigned.
11. Present a speech for a special occasion.

Assessment Strategies
11.1. by presenting the appropriate speech in class

Criteria

You will know you are successful when

11.1. you appropriately target presentation for specific occasion.
11.2. you prepare a graphic organizer or manuscript.
11.3. you document sources using specified format, if appropriate.
11.4. your presentation length is within specified time range.
11.5. you meet specified criteria for effective delivery.
11.6. you meet criteria for ethical responsibility.
11.7. you show evidence of audience analysis.
11.8. you exhibit social and cultural sensitivity.
11.9. you respond and adapt to audience verbal and non-verbal feedback during the presentation.
11.10. your visual aid(s), if used, meet specified criteria.
11.11. you perform a self-evaluation of the presentation, as assigned.