



**Western Technical College**  
**10801198 Speech**  
**Course Outcome Summary**

**Course Information**

<b>Description</b>	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.
<b>Instructional Level</b>	Associate Degree Courses
<b>Total Credits</b>	3
<b>Total Hours</b>	54

**Textbooks**

*MindTapV2.0 for Public Speaking: The Evolving Art.* 4th Edition. Copyright 2020. Coopman, Stephanie J. and James Lull. Publisher: Cengage Learning. **ISBN-13:** 978-0-357-12234-1. Required.

**Success Abilities**

1. Cultivate Passion: Increase Self-Awareness
2. Live Responsibly: Develop Resilience
3. Live Responsibly: Foster Accountability
4. Refine Professionalism: Improve Critical Thinking
5. Refine Professionalism: Participate Collaboratively
6. Refine Professionalism: Practice Effective Communication

**Course Competencies**

**1. Demonstrate active listening.**

**Assessment Strategies**

- 1.1. by completing written or oral assignments

**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.

#### **Learning Objectives**

- 1.a. Evaluate speeches delivered by others.
- 1.b. Recognize listening deficits of self and audiences.
- 1.c. Identify organizational patterns.
- 1.d. Distinguish between facts, inferences, and opinions.

## **2. Analyze audiences.**

#### **Assessment Strategies**

- 2.1. by completing written or oral assignments

#### **Criteria**

*You will know you are successful when*

- 2.1. you summarize audience demographics.
- 2.2. you predict audience beliefs, knowledge, attitudes, and values as they relate to the topic or goals of the presentation.
- 2.3. you incorporate adaptation measures when delivering a speech.

#### **Learning Objectives**

- 2.a. Design various approaches to different age demographics.
- 2.b. Deliver speeches relevant to an audience of adults.
- 2.c. Identify knowledge levels of an audience.
- 2.d. Identify audience values.
- 2.e. Identify audience attitudes.
- 2.f. Identify demographic categories.
- 2.g. Identify audience adaptation measures planned for a speech topic.

## **3. Demonstrate ethical responsibility in public speaking.**

#### **Assessment Strategies**

- 3.1. by completing research for speeches

#### **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.

#### **Learning Objectives**

- 3.a. Identify sources appropriate to speech topics.
- 3.b. Develop a Works Cited page.
- 3.c. Design appropriately-referenced oral credit.
- 3.d. Deliver ethically responsible messages.
- 3.e. Verify that sources used are properly cited.

## **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 include materials to support ideas.
- 4.2. you provide evidence such as author credentials, relevance and validity of data, and accuracy of quotes.
- 4.3. you analyze sound reasoning and fallacies.

#### **Learning Objectives**

- 4.a. Develop evidence to support a specific purpose.
- 4.b. Gather different types of support material for speech development (i.e. testimony, examples, statistics, personal experiences).
- 4.c. Use different types of support material in speech delivery.
- 4.d. Examine source credibility.
- 4.e. Use credible sources.
- 4.f. Use sound reasoning.
- 4.g. Identify common fallacies in reasoning.

### **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 incorporate organizational patterns that flow from the central idea and speaker's purpose.
- 5.2. you include an introduction, body, and conclusion with appropriate transitions.
- 5.3. you employ recognizable and logical patterns.
- 5.4. you include a bibliography.

#### **Learning Objectives**

- 5.a. Develop speeches using introduction, body, and conclusion.
- 5.b. Select appropriate organizational patterns for chosen topics (ie. chronological, spatial, order of importance, compare/contrast, problem/solution, cause/effect, motivational, or topical).
- 5.c. Create a graphic organizer or outline for speech preparation.
- 5.d. Create appropriately organized speaking notes.

### **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 identify the purposes of visual aids.
- 6.2. you choose types of visual aids considering appropriate technology.
- 6.3. you prepare visual aid(s) correctly.
- 6.4. you incorporate at least one visual aid into a speech.

#### **Learning Objectives**

- 6.a. Explore the purpose of various types of visual aids.
- 6.b. Create visual aids appropriate to a speech delivery.
- 6.c. Deliver speech using visual aids.
- 6.d. Analyze visual aid use.
- 6.e. Develop visual aid backup plan.

### **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 language and word choice that are appropriate and effective for the audience, purpose, and

- situation.  
7.4. you exhibit effective nonverbal presentation skills.

### **Learning Objectives**

- 7.a. Present speeches using confident body language.  
7.b. Make effective eye contact in speech delivery.  
7.c. Use language appropriate for the occasion.  
7.d. Project voice in speech delivery.  
7.e. Use vocal variety.

## **8. Evaluate presentations.**

### **Assessment Strategies**

- 8.1. by completing various speech evaluations

### **Criteria**

*You will know you are successful when*

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

### **Learning Objectives**

- 8.a. Provide feedback for classmates' speech content.  
8.b. Provide feedback for classmates' speech delivery.  
8.c. Construct self-evaluations for each speech delivered.  
8.d. Analyze instructional speeches.

## **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. you perform a self-evaluation of the presentation, as assigned.

### **Learning Objectives**

- 9.a. Identify an appropriate topic.  
9.b. Conduct research.  
9.c. Use a graphic organizer for speech preparation.  
9.d. Use appropriate academic formatting such as MLA or APA.  
9.e. Deliver speech to meet rubric standards at the "met" level for each criterion.  
9.f. Complete a self-evaluation.

## **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. you exhibit social and cultural sensitivity.
- 10.9. you apply sound reasoning to persuasive message.
- 10.10. you avoid fallacies in the persuasive message.
- 10.11. you respond and adapt to audience verbal and non-verbal feedback during the presentation.
- 10.12. you respond appropriately to questions.
- 10.13. you perform a self-evaluation of the presentation, as assigned.

## Learning Objectives

- 10.a. Identify an appropriate topic.
- 10.b. Conduct research.
- 10.c. Use a graphic organizer for speech preparation.
- 10.d. Use appropriate academic formatting such as MLA or APA.
- 10.e. Deliver speech to meet rubric standards at the “met” level for each criterion.
- 10.f. Complete a self-evaluation.

## 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, if required, 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 use language effectively.
- 11.7. you meet criteria for ethical responsibility.
- 11.8. you show evidence of audience analysis.
- 11.9. you exhibit social and cultural sensitivity.
- 11.10. you respond and adapt to audience verbal and non-verbal feedback during the presentation.
- 11.11. you perform a self-evaluation of the presentation, as assigned.

## Learning Objectives

- 11.a. Identify an appropriate topic.
- 11.b. Conduct research if applicable.
- 11.c. Use a graphic organizer for speech preparation.
- 11.d. Use appropriate academic formatting such as MLA or APA.
- 11.e. Deliver speech to meet rubric standards at the “met” level for each criterion.
- 11.f. Complete a self-evaluation.