

Northern Marianas College
CURRICULUM ACTION REQUEST

Effective Semester / Session: Fall and Spring 2013

Type of Action:

New
 Modification
 Cancellation

Course Alpha and Number: CO 210

Course Title: Fundamentals of Speech Communication

Reason for initiating, revising, or canceling:

This course guide has been revised to reflect changes in the textbook and catalog course description.

Thomas D. Sharts



6/20/13

Proposer

Date

Thomas D. Sharts



6/20/13

Acting Department Chair

Date

Barbara Merfalen



6.20.13

Dean of Academic Programs and Services

Date

Northern Marianas College

Course Guide

Course: CO 210 Fundamentals of Speech Communication

1. **Department**
Languages & Humanities

2. **Purpose**
CO 210 is a core course requirement for all degrees offered by the College. It enables students to understand the value and process of communication, and in particular the theories, principles, and methods concerning effective use of speech communication. The course also provides a means for students to improve their informal and formal speech communication abilities.

3. **Description**
 - A. **Required/Recommended Textbook(s) and Related Materials**
Required:
Fletcher, Leon, *How to Design & Deliver Speeches*, 8th ed.
Boston, MA: Allyn and Bacon, 2004.
Readability Level: 8.8

 - B. **Contact Hours**
 1. **Lecture:** 3 per week / 45 per semester
 2. **Lab:** None
 3. **Other:** None

 - C. **Credits**
 1. **Number:** 3
 2. **Type:** Regular degree credits

 - D. **Catalogue Course Description**
Required for all degrees, this is designed to help students develop oral communication skills necessary in personal and professional life. Emphasis will be placed on the principles and skills of effective communication in personal interviews, small-group discussions, and public speeches, as well as on the use of standard US pronunciation. English Placement Level: EN 101. The course is offered in both fall and spring semesters.

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E. Degree or Certificate Requirements Met by Course

CO 210 is a core course requirement for all degrees offered by NMC.

F. Course Activities and Design

Course activities include lectures, small group discussion and homework assignments. Students take quizzes and orally evaluate other class speeches and participate in a final class debate. Students are expected to fully participate in class discussions, read and discuss assignments and complete other course work.

4. Course Prerequisite(s); Concurrent Course Enrollment; Required English/Mathematics Placement Level(s)

English Placement Level: EN 101; Math Placement Level: none.

5. Estimated Cost of Course; Instructional Resources Needed

Cost to the Student: Tuition for a 3-credit course, instructional materials fee, technology access fee, and textbook.

Cost to the College: Instructor's salary.

Instructional resources needed for this course include chalk and chalkboard, a large classroom, flip chart pads and easels, index cards, and library books and periodicals to be identified by the instructor.

6. Method of Evaluation

Student grades will be based on the regular letter grade system as described below:

- A: Excellent – grade points: 4.0;
- B: Above average – grade points: 3.0;
- C: Average – grade points: 2.0;
- D: Below average – grade points: 1.0;
- F: Failure – grade points: 0.0.

NMC's grading and attendance policies will be followed.

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7. Course Outline

This is a typical outline and does not necessarily indicate the sequence in which the material is presented.

- 1.0 Public Speaking
 - 1.1 The importance of audience-centered communication
 - 1.2 Legal and ethical responsibilities
 - 1.3 Public speaking as a learned activity

- 2.0 Public Speaking and Addressing Nervousness
 - 2.1 Developing an effective speech plan with goals
 - 2.2 Utilizing the research process
 - 2.3 Using visual aids
 - 2.4 Practicing wording and delivery
 - 2.5 Coping with nervousness

- 3.0 Listening Critically to Speeches
 - 3.1 Importance of listening, active and passive listening
 - 3.2 Retaining information
 - 3.3 Critical analysis of speeches

- 4.0 Determining Speech Goals
 - 4.1 Selecting a topic
 - 4.2 Analyzing audience, occasion and setting
 - 4.3 Writing the speech goal and thesis

- 5.0 Researching, Recording and Using Information
 - 5.1 Sources of information: personal knowledge, observation, interviews and surveys
 - 5.2 Supporting information: facts and opinions
 - 5.3 Recording information and citing sources in speech

- 6.0 Adapting to Audiences
 - 6.1 Speaking directly to the audience
 - 6.2 Creating and maintaining audience interest
 - 6.3 Adapting to different audience levels of understanding
 - 6.4 Building a positive attitude toward the speaker
 - 6.5 Developing a plan of adaptation

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- 7.0 Organizing Speech Material
 - 7.1 Preparing the body of the speech
 - 7.2 Preparing the introduction of the speech
 - 7.3 Preparing the conclusion
 - 7.4 Writing an outline

- 8.0 Creating and Using Visual Aids
 - 8.1 Types of visual aids
 - 8.2 Guidelines for using visual aids

- 9.0 Practicing Speech Delivery
 - 9.1 Methods of delivery: impromptu, manuscript, memorization and extemporaneous
 - 9.2 Physical elements of delivery: voice, articulation and body action
 - 9.3 Characteristics of delivery resulting in conversational quality
 - 9.4 Speech rehearsal

- 10.0 Principles of Informative Speaking
 - 10.1 Nature of informative speeches
 - 10.2 Principles of informative speeches

- 11.0 Practicing Informative Speaking Skills
 - 11.1 Demonstrating processes in public speaking
 - 11.2 Describing in public speaking
 - 11.3 Definition in public speaking: short, stipulated and extended
 - 11.4 Reporting in public speaking

- 12.0 Principles of Persuasive Speaking
 - 12.1 Writing a persuasive specific goal
 - 12.2 Analyzing your audience
 - 12.3 Giving logical reasons and evidence
 - 12.4 Organizing materials to meet audience attitudes
 - 12.5 Using emotion to motivate
 - 12.6 Building credibility

- 13.0 Practicing Persuasive Speaking Skills
 - 13.1 Reasoning with audiences
 - 13.2 Motivating audiences
 - 13.3 Refuting persuasive claims

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8. Instructional Goals

This course introduces students to:

- 1.0 The role of audience in public speaking;
- 2.0 How nervousness affects clear public speaking;
- 3.0 Critical listening;
- 4.0 Setting goals in presenting a speech;
- 5.0 Researching information to be used in a speech;
- 6.0 Adapting to different audiences;
- 7.0 Organizing and presenting the introduction, body and conclusion of a speech;
- 8.0 Visual aids in public speaking;
- 9.0 The principles of informative public speaking; and
- 10.0 The principles of persuasive public speaking.

9. Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1.0 Recognize and address the role of audience in public speaking;
- 2.0 Identify how nervousness affects clear public speaking;
- 3.0 Employ critical listening skills when evaluating public speaking;
- 4.0 Set attainable goals in presenting a speech;
- 5.0 Research information to be used in informative and persuasive speeches;

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- 6.0 Adapt to a variety of audiences when giving informative and persuasive speeches;
- 7.0 Organize and present the introduction, body and conclusion of informative and persuasive speeches;
- 8.0 Employ visual aids in public speaking;
- 9.0 Identify the goals, principles, types and techniques of informative speaking, and research and prepare a 4-5 minute informative speech; and
- 10.0 Identify the goals, principles, types and techniques of persuasive speaking, and research and prepare a 4-5 minute persuasive speech.

10. Assessment Measures

Assessment of student learning may include, but not be limited to, the following:

- 1.0 Class participation,
- 2.0 Performance in mock interviews,
- 3.0 Performance in structured small-group discussions,
- 4.0 Performance in individual speeches and in team speeches (midterm and final exams), and
- 5.0 Quizzes.