

Course Outline
SPCM 102
Fundamentals of Public Speaking
3 Semester Hours

The Community College of Baltimore County

Description

Fundamentals of Public Speaking

Gives practice in developing, delivering, and evaluating various types of public presentations; provides experience in presenting public messages that are appropriate to a variety of audiences, occasions and settings.

Prerequisite: SPCM 101 or SPCM 102 or permission from department coordinator.

Overall Course Objectives

Upon completion of this course the student will be able to:

1. Understand speech apprehension and learn how to handle it successfully;
2. Recognize the importance of listening and learn how to listen actively;
3. Understand and apply audience analysis to various speaking situations;
4. Understand and critically evaluate different types of public messages within an ethical framework;
5. Be able to research, organize, and deliver different types of public messages in a variety of communication contexts;
6. Select and effectively use audiovisual resources for speeches;

Major Topics

- Ethics in public speaking
- Stress reduction techniques for successful speaking
- Techniques for effective listening
- Audience analysis and cultural awareness
- Language usage and ethnic, gender sensitivity
- Research skills and critical analysis of supporting evidence for messages
- Organizational skills in message development
- Integrating media effectively into public presentations
- Understanding, researching, organizing, and presenting different types of public messages
- Oral interpretation of literature

Course Requirements

- Four different types of public messages are required:
 - One process speech
 - One researched persuasive presentation
 - (At least) One presentation requiring the speaker to use media technology
 - One special occasion type of message (keynote speech, speech of welcome, speech of tribute, presentation-acceptance speech, toast, commencement address)
- One group presentation (panel discussion, public meeting or hearing, forum)
- One assignment or exercise designed to teach listening skills
- One video taped presentation
- One assignment or exercise designed to reduce stress
- One exercise in oral interpretation
- One impromptu presentation
- At least two written exams