Imperial Valley College Course Syllabus – COMM 100

Basic Course Information

<table>
<thead>
<tr>
<th>Semester</th>
<th>Spring 2018</th>
<th>Instructor Name</th>
<th>Sabrina Worsham</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title &amp; #</td>
<td>COMM 100 (Oral Comm.)</td>
<td>Class Dates</td>
<td>3/5/18-5/1/18</td>
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<td>CRN #</td>
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<td>Class Days</td>
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<td>Room</td>
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<td>Units</td>
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Course Description

“Training in the fundamental processes involved in oral communication with emphasis on organizing material, outlining, constructing, and delivering various forms of speeches. (C-ID COMM 110) (CSU,UC),” IVC

Student Learning Outcomes

Upon completion of this course, you will be able to:

1. Use the three-part deductive pattern of organization and apply the extemporaneous style of delivery when presenting the required informative speech of 4-6 minutes. (ILO1, ILO2, ILO3, ILO4, ILO5)
2. Deliver an organized informative speech to class audience members. The speech must adhere to specific time restrictions and requirements, as assigned by the instructor. (ILO1, ILO2, ILO3, ILO4, ILO5)
3. Prepare and present a visual aid that illustrates a specific point. (ILO1, ILO3, ILO4)
4. Use statistics, quotations, definitions and detailed illustrations as supporting materials. (ILO1, ILO2, ILO3, ILO4, ILO5)
5. Identify the components of the nonverbal delivery process which includes: eye contact, rate/pause, appearance. (ILO1, ILO2, ILO3, ILO4, ILO5)

Course Objectives

1. Define, explain and apply the principles of oral communication
2. Incorporate and demonstrate ethical practices in all phases of speech preparation
3. Acquire, organize, interpret and utilize research materials
4. Analyze and adapt a speech topic to a variety of diverse audiences
5. Develop a clear, cohesive thesis and create a concise speech outline
6. Compose, organize and present to a live audience relevant speeches to introduce, inform and persuade
7. Demonstrate the characteristics of effective delivery
8. Support speech context through utilizing effective visual aids
9. Analyze and evaluate live or recorded speeches
10. Demonstrate active listening skills
11. Recognize the elements of and demonstrate effective techniques for reducing communication apprehension

Textbook

http://www.publicspeakingproject.org/psvirtualtext.html
Course Requirements and Instructional Methods

“Assignments: It is your responsibility to complete all assignments in a timely matter and submit them via the appropriate channels (in person or electronically, depending on the assignment). In general, NO LATE WORK will be accepted, even with documentation. All assignments need to be typed, unless otherwise specified,” SW.

“Out of Class Assignments: The Department of Education policy states that one (1) credit hour is the amount of student work that reasonably approximates not less than one hour of class time and two (2) hours of out-of-class time per week over the span of a semester. WASC has adopted a similar requirement,” IVC

Course Grading Based on Course Objectives

Evaluation of Student Progress:
There are 1000 points possible in this course:
- A = 900-1000
- B = 800-899
- C = 700-799
- D = 600-699
- F = 599 ≤ F

Point/Assignment Breakdown:
(545 total points possible) Speeches (all formal speeches are extemporaneous speeches):

- (25) Introduction: a quick 1-2 minute introduction to the class and the basic speech structure
- (60) Info-phobia: a 2-4 minute speech about a phobia. Informative in nature, introduces research
- (110) Demonstration: a 3-5 minute speech that uses visual aids to help explain a process
- (150) Informative: a 4-6 minute speech that uses credible research to inform an audience
- (200) Persuasion: a 4-6 or 5-7 minute speech that uses credible research to persuade an audience

(12 @ 5 points each = 60 points possible) In-Class Activities:
Participation in a variety of in-class activities that are designed to work on speech skills and understanding.

(5 @ 10 points each = 50 points possible) Homework Assignments (Speech Outlines):
Neatly hand written outlines, works cited sheets, and notecards for major speeches

(17 @ 10 points each = 170) Reading Notes:
1-2 page(s) + of HAND-WRITTEN notes from the chapter. Identify key terms in your OWN words. DUE at the beginning of class. LATE reader's notes will NOT be accepted.

(2 @ 75 points each = 150) Exams:
These exams cover the text and material used in lecture. The exams may include multiple choice, true/false, fill In-the-blank, short answer, essay, and/or application questions. Exams are closed book.

(1 @ 25 points each = 25 points possible) Final Presentation: done in pairs: Details to follow

Attendance

“This is a skills based class and EVERY class is crucial. In class activities and assignments CANNOT be made up. On-time attendance is necessary for the successful completion of the class.
**Classroom Etiquette**

“Timeliness: Arrive in enough time to be settled, signed in, and ready to go when class begins. Being late is rude, disruptive, and anxiety-inducing for many. Additionally, missing class hurts you and your peers. Be here, be ready, let’s learn and create a positive community.

Language: In an effort to create and maintain a critical, comfortable and equitable environment for everyone, any language that is racist, sexist, homophobic, or that discriminates against any person or group will be discussed in the classroom. Any such language in any speech, assignment, or classroom discussion may result in a failing grade for that speech or assignment and the occurrence will be documented in case any further disciplinary actions are warranted.”

I have an alarm and will use said alarm without hesitation.

**Academic Honesty**

- “Plagiarism is to take and present as one’s own the writings or ideas of others, without citing the source. You should understand the concept of plagiarism and keep it in mind when taking exams and preparing written materials. If you do not understand how to correctly ‘cite a source’, you must ask for help.
- Cheating is defined as fraud, deceit, or dishonesty in an academic assignment or using or attempting to use materials, or assisting others in using materials, or assisting others in using materials, which are prohibited or inappropriate in the context of the academic assignment in question.
- Anyone caught cheating or will receive a zero (0) on the exam or assignment, and the instructor may report the incident to the Campus Disciplinary Officer, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action. Please refer to the General School Catalog for more information on academic dishonesty or other misconduct. Acts of cheating include, but are not limited to the following: (a) plagiarism; (b) copying or attempting to copy from others during an examination or on an assignment ;(c) communicating test information with another person during an examination; (d) allowing others to do an assignment or portion of an assignment, (e) use of a commercial term paper service,”

**Disabled Student Programs and Services (DSPS)**

Any student with a documented disability who may need educational accommodations should notify me as soon as possible.

**Anticipated Class Schedule / Calendar *Tentative and subject to change**

<p>| 5-Mar | ICA 1 | 5 |</p>
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STUDY GUIDE EXAM ONE

Chapter One: Benefits of Public Speaking
Personal, Professional, Public

Models of Communication
Linear, Transactional
Elements of the Communication Process
Encoding and Decoding, Communicator
Message, Channel, Noise
Worldview & Context

Types of Speeches
Speaking Competencies
Useful Topics, Engaging Introduction
Clear Organization, Well-Supported Ideas
Closure in Conclusion
Clear and Vivid Language
Suitable Vocal Expression
Corresponding Non Verbals
Adapted to the Audience
Adept Use of Visual Aids
Convincing Persuasion

Chapter Two: Rhetoric
Cicero’s desire for audience analysis
Cicero’s criteria to get an audience to act
Aristotle: Ethos, Pathos, Logos

Power and Persuasion

Chapter Three: Ethics, Ethical Standards, Honesty, Avoiding Plagiarism
Citing Sources Responsibly
Setting responsible speech goals
Develop ethical listening skills
Provide ethical feedback

Chapter Four
Three areas of our lives that are benefited when we value listening? Academic, Professional, Personal

What are the three attributes of an active listener?
Attention, Attitude, Adjustment

What are the three barriers to effective listening?
Anticipating, Judging, Acting Emotionally

What is Nonverbal communication?

What are nonverbal adaptors?

What are the strategies the text lays out to improve effective listening?
Keep an open mind, Identify distractions, Come prepared, TAKE NOTES!

Chapter Five
Approaches to Audience Analysis:
Direct Observation, Inference, Sampling
Categories of Audience Analysis
Situational Analysis, Demographic Analysis

Psychological Analysis, Multicultural Analysis

Chapter Seven
Personal and Professional Knowledge, Personal Testimony, Interviews, Library Resources, Books Periodicals, Full Text Databases, Internet Resources

Search Engines, Defining Search Terms
Websites, Government Documents
Evaluating Information
Citing Sources and Avoiding Plagiarism

Chapter Eight
Main points, sub points, and ideas
Organizing Informative Speeches

Topical, Spatial, Chronological

Source Citation (When, why, and how)

Paraphrasing versus quoting

Source Criteria: Recency, Variety, Publication, Bias, Connect to the Subject

Chapter Thirteen
Effective Visual Aids, Types of Visual Aids

Personal Appearance, Objects and Props, Demonstration, Posters and Flip Charts
Audio and Video, Handouts, Slideware

Design Principles & Slide Layout

Backgrounds and Effects
Colors, Fonts, Text, Images, Graphs and Charts

Sabrina Adds: 10 step speech making process

1. Purpose
2. Audience Analysis
3. Topic Selection
4. Brainstorm
5. Narrow to an outline
6. Research to the outline
7. Finalize outline and Works Cited
8. Notecards
9. PRACTICE
10. Deliver & celebrate!

Sabrina’s Structure (thus far):
AGD: Attention Getting Device
THESIS:
PREVIEW:
1. A B
2. A B
3. A B

REVIEW and TIE to AGD

Modes of Public Speaking:
Exam 2 Study Guide: **Chapter 6**
Critical Thinking Defined, Traits, and Skills
Value of Critical Thinking
Defining arguments
Inductive and deductive reasoning
Understanding Fallacies
Formal Fallacies
- Bad Reasoning Fallacy
- Masked Man Fallacy
- Fallacy of Quantitative Logic
Informal Fallacies
- Accident Fallacy
- Ad Hominem
- Fallacy of Ambiguity
- Fallacies of Appeal
- Begging the Question
- Black and White Fallacy
- Fallacy of Composition
- Fallacy of Division
- Non causa, pro causa fallacy
- Red Herring Fallacy
- Slippery Slope Fallacy
- Weak Analogy Fallacy

**Chapter 9** Functions of Introductions
Gain Attention and Interest
Gain Goodwill
Clearly State the Purpose
Preview and Structure the Speech
Attention-Getting Strategies
Tell a Story
Refer to the Occasion
Refer to Recent or Historical Events
Refer to Previous Speeches
Refer to Personal Interest
Use Startling Statistics
Use an Analogy
Use a Quotation
*Ask a Question
Use Humor
Preparing the Introduction
Construct the Introduction Last
Make it Relevant
Be Succinct
Write it Out Word for Word
Functions of Conclusions
Prepare the Audience for the end of the speech

**Chapter 10 The Power of Language**
Communication vs. Language
Language Creates Social Reality
The Differences Language Choices Can Make
Constructing Clear and Vivid Messages
Use Simple Language
Use Concrete and Precise Language
Using Stylized Language
Metaphors and Similes
Alliteration
Antithesis
Parallel Structure and Language
Personalized Language
The Importance of Ethical and Accurate Language
Language and Ethics
Sexist and Heterosexist Language
Avoiding Language Pitfalls
Profanity
Exaggeration
Powerless Language
Incorrect Grammar
Other Language Choices to Consider
Clichés
Language that is Central to Pop Culture

**Classifying Communication Apprehension**
Trait anxiety vs. State anxiety
Scrutiny Fear
Frames of Reference
Habitual Frame of Reference
Personal Frame of Reference
Cognitive Restructuring (CR)
Sources of Apprehension
Impact of Apprehension
Learning Confidence
Techniques for Building Confidence
Prepare Well, Visualize Success, Avoid Gimmicks
Breathe and Release, Minimize What You Memorize
Practice Out Loud, Customize Your Practice

**Chapter 12 Methods of Delivery**
Manuscript Style
Memorized Style
Impromptu Style
Extemporaneous Style
Vocal Aspects of Delivery
Articulation, Pronunciation
Accent, Dialect and
Regionalisms, Vocal Quality
Pitch and Inflection
Rate of Speaking
Pauses Versus Vocalized Pauses
Vocal Projection
Nonverbal Aspects of Delivery: Personal
Appearance
Movement and Gestures, Facial Expressions, Eye
Contact
Mastering the Location
The Room: The Podium: The Equipment
Using a Microphone: Water Rules
Preparation, Practice and Delivery
Preparing Notes
Rehearsing the Speech
Managing Stress
Delivering the Speech
14 Reasons to Adopt a Global Perspective
The Economic Imperative
The Technological Imperative
The Demographic Imperative
The Peace Imperative
Sensitivity and Respect
Stereotypes
Prejudices
Ethnocentrism
Understanding a Diverse Audience
High and Low Context Cultures
Power Distance
Uncertainty Avoidance
Individualism vs. Collectivism
Masculinity vs. Femininity
Time Orientation
Selecting Supporting Materials
Stories, Facts and Statistics, Testimony
Speech Organization
Linear Pattern vs. Holistic Pattern
Appropriate Verbal Expression
Denotative and Connotative Meaning
Communication Style
Effective Nonverbal Expression
Kinesics
Paralanguage
Physical Appearance
15 Functions of Informative Speeches
Provide Knowledge
Shape Perceptions
Articulate Alternatives
Allow us to Survive and Evolve
Role of Speaker
Informative Speakers are Objective*
Informative Speakers are Credible
Informative Speakers Make the Topic Relevant
Informative Speakers are Knowledgeable
Types of Informative Speeches: Definitional,
Descriptive, Explanatory, Demonstration
Developing Informative Speeches
Generate and Maintain Interest
Create Coherence
Make Speech Memorable
16 What is Persuasive Speaking?
Functions of Persuasive Speeches
Propositions of Fact, Value, and Policy
Choosing a Persuasive Speech Topic
Approaching Audiences
Receptive Audiences
Neutral Audiences
Hostile Audiences
Persuasive Strategies
Ethos, Logos, Pathos
Organizing Persuasive Messages
Monroe’s Motivated Sequence
Direct Method Pattern
Causal Pattern
Refutation Pattern
17 Background of Special
Occasion Speaking
Epidictic Oratory
Purpose of Special Occasion Speaking
Types of Special Occasion Speeches
Speech of Introduction
Toast and Roast
Speech to Present an Award
Acceptance Speech
Keynote Address
Commencement Speech
Commemorative Speeches and Tributes
After - Dinner Speech
General Guidelines for Special
Occasion Speeches
Keeping the Speech Short
Acknowledging the Obvious
Staying Positive
Using Humor
*Sabrina’s structure
* Sabrina’s 10 step speech making process