

**CMS 210-Public Speaking (3Credits)**  
**Doane College-Lincoln**

**Course Description:** A course focusing on the development of effective public speaking skills. Students completing this course will understand and be able to apply public speaking knowledge, including audience analysis, exigency analysis, research and critical analysis of content, organization of content in appropriate formats, presentation skills and the linguistic requirements of effective public speaking. These skills will be demonstrated through several speech presentations, including informative, persuasive, interpretive and other styles.

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*While the main focus of this course will be formal speech presentations, there will be valuable class discussion. Your attendance and participation is welcome and expected.*

**Text:** The Art of Public Speaking, Stephen E. Lucas, McGraw Hill, Eighth Edition

**Course Objectives:** Students who satisfactorily complete this course will...

- Understand the importance and power of being able to speak publicly.
- Develop strategies for dealing with nervousness and stage fright.
- Become aware of the importance of ethics in public speaking.
- Begin to learn how to analyze and adapt to an audience.
- Learn how to research, present and support your opinion in a speech.
- Learn how to best organize information for clear understanding.
- Explore the differences between public speaking and interpersonal conversation.
- Relate the work done in class to their professional goals and ambitions.
- Develop effective techniques for researching, organizing and delivering a speech (even on short notice or in impromptu situations).

**Course Schedule:** This schedule is tentative in that some discussion may carry over from one week to the next. Regardless of what takes place in class students are expected to keep up with the assignments. Also, since some presentations will require the reservation of A/V equipment, keeping the speech presentations on schedule will be a priority.

*Week 1:*

- Introduce the course.
- Introduce class members.
- 1984 Gallup Poll/Stanford Study
- The Winner is...
- Assign chapters 1, 2 and 3

*Week 2:*

- Discuss chapters 1,2 and 3.
- Public speaking vs. conversation.
- Dealing with butterflies (or, for some, jets).
- Critical thinking.
- Communication process.
- Speaking in a diverse world.
- Ethics.
- Listening (from both ends of the model).
- Assign 1<sup>st</sup> speech-Interpretive
- Assign chapters 4, 5, 8, 9 and 10 for class (Chapters 6 and 7, review for future reference)

*Week 3:*

- Discuss chapters 4, 5, 8, 9 and 10.
- Topic selection.
- Reading the audience.
- Organizing the speech.
- The importance of the first 30 seconds.
- Assign chapters 11-14.
- Begin work on 2<sup>nd</sup> speech-informative.

*Week 4:*

- Present 1<sup>st</sup> speech-interpretive.
- Formal assignment of 2<sup>nd</sup> speech-informative.
- Assign chapters 15 and 16.

*Week 5:*

- Discuss chapters 11-16.
- Language and delivery.
- Non verbals.
- Visual aids.
- PowerPoint.
- Informative speaking.
- Persuasive speaking.
- Assign 3<sup>rd</sup> speech-persuasive.
- Assign chapter 17.

*Week 6:*

- Present 2<sup>nd</sup> speech-informative.
- Discuss chapter 17.
- Special occasion speaking.
- Assign 4<sup>th</sup> speech-After Dinner.

*Week 7:*

- Present 3<sup>rd</sup> speech-persuasive.

*Week 8:*

- Present 4<sup>th</sup> speech-After Dinner.
- Course wrap up.

**Attendance and Participation:** As previously stated, your participation in class is welcome and expected, therefore, attendance is imperative. Missing class without notification will affect your grade as follows:

- Missing 1 class lowers the class participation grade to an A-
- Missing 2 classes lowers the class participation grade to a C
- Missing 3 or more classes lowers the class participation grade to an F

If you must miss a class, please speak to me so that we can discuss how it will affect your grade.

**Grading criteria:**

Four speeches.....50% of grade.

\*Attendance and participation.....50% of grade.

\*I may ask the class to complete some end of chapter exercises as homework. These assignments would be included in the attendance and participation grade.

**Academic Integrity Policy:** The Doane College Academic Integrity Policy will be adhered to in this class. All projects and tests will represent your own work. Any use of other's ideas without proper citation of sources is plagiarism and will result in a loss of all points for that particular assignment or test.