Doane College at Grand Island
CMS 210 – Public Speaking

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Office Hours – By Appointment

**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 techniques, develop and organize content, improve presentational skills, and grasp linguistic requirements for effective public speaking. These skills will be demonstrated through presentations of introductory, informational, persuasive, motivational, impromptu, and commemorative speeches.

**Required Texts**
*Speak Like Churchill, Stand Like Lincoln*. James C. Humes
Three Rivers Press, 2002
ISBN: 0761563512
Paperback

*The Lost Art of the Great Speech: How to Write One, How to Deliver It*. Richard Dowis
AMACOM Publishing, 2000
ISBN: 0814470541
Paperback

**Course Objectives**
Does the thought of public speaking cause your heart to race? When trying to imagine your audience naked, do you feel like you are the only one without any clothes? Does fear of public speaking top the list of man’s greatest fears because you voted for it 10 times? Relax. While we may not turn you into Winston Churchill, our hope is that you will emerge from this course feeling as comfortable working a crowd as Jay Leno.

Specific course objectives include:
- An increased comfort in speaking to an audience
- The ability to write a compelling speech
- The ability to organize a written speech into a cohesive format for delivery with impact
- The ability to “think on your feet” in front of an audience
- The ability to critique the speeches of others

These objectives will be realized through activities involving the writing, delivery, and critiquing of a variety of different types of public speeches.

**Course Grading**
The final course grade will be composed of the following:
Four (4) Speech Presentations - 80 points (20 points each)
One (1) Written Speech – 20 points
Attendance and Critiques of Speeches - Bonus of 0 – 10 points
Projected Grade Distribution will be as follows:
A  90 – 100 points
B  80 – 89 points
C  70 – 79 points
D  60 – 69 points

At the end of the term, individual grades may be raised by bonus points earned through class attendance and participation in the critiques of speeches presented by fellow class members. The number of bonus points earned is at the discretion of the instructor. As a result, the actual grade earned will not be known with certainty until after the term has been completed. Overall grade will not be lowered as a result of lack of participation in critiques, but such participation is highly recommended.

Speech Presentations:

Students will be asked to make six (6) speech presentations. These speeches will be introductory, informational, persuasive, motivational, commemorative, and impromptu in nature. The introductory and impromptu speeches will be critiqued, but not graded.

Written Speech:

Students will be asked to prepare one (1) written speech that would prove effective if read from a teleprompter. This speech will be graded according to content, rationale, and organization for delivery, but will not be graded on presentation.

*The Doane College Academic Integrity Policy will be adhered to in this class. All presentations will represent your own work. Any use of others’ words or ideas without proper credit being given to the original sources will be viewed as plagiarism, and will result in penalties to be determined by the instructor and/or the dean of undergraduate studies.*

Doane College makes all decisions regarding the cancellation of classes due to bad weather. In the event of a cancelled class, assignments carry over to the next class time.

**Note – Students are to have the first reading assignments completed prior to the start of the first class.**
Course Outline and Text Assignments

Reading assignments:
Humes – pp. 1-24
Dowis – pp. 1-45

Session Number 1 – But, I’m afraid to speak in public.
   Course Introduction
   Personal Introductions
   The purpose of rhetoric throughout history
   The most common forms of public speeches
   Coming up with an idea worth talking about
   Preparing for the Introductory Speech

Reading assignments:
Humes – pp. 25-52
Dowis – pp. 46-87

Session Number 2 – Who am I, and why should anybody care what I think?
   The Introductory Speech
   A Great Example
   Relaxation Techniques
   Speech Presentations
   Critiques
   Preparing for the Informational Speech

Reading assignments:
Humes – pp. 53-86
Dowis – pp. 88-115

Session Number 3 – Did you know…?
   The Informational Speech
   A Great Example
   Relaxation Techniques
   Speech Presentations
   Critiques
   Preparing for the Persuasive Speech

Reading assignments:
Humes – pp. 87-114
Dowis – pp. 116-157

Session Number 4 – You’ve got to believe!
   The Persuasive Speech
   A Great Example
   Relaxation Techniques
   Speech Presentations
   Critiques
   Preparing for the Motivational Speech
Reading assignments:
Humes – pp. 115-147
Dowis – pp. 158-195

Session Number 5 – Breaking Down the Door
The Motivational Speech
A Great Example
Relaxation Techniques
Speech Presentations
Critiques
Preparing for the Impromptu Speech

Reading assignments:
Humes – pp. 148-168
Dowis – pp. 196-224

Session Number 6 – That’s just my opinion; I could be wrong.
The Impromptu Speech
A Great Example
Relaxation Techniques
Speech Presentations
Critiques
Preparing for the Written Speech

Reading assignments:
Humes – pp. 169-174
Dowis – pp. 225-238

Session Number 7 – Just read what’s on the page, sir.
The Written Speech
A Great Example
Relaxation Techniques
Speech Presentations
Critiques
Preparing for the Commemorative Speech

Reading assignments:
Humes – pp. 175-199
Dowis – pp. 239-252

Session Number 8 – Standing in the Presence
The Commemorative Speech
A Great Example
Relaxation Techniques
Speech Presentations
Critiques
Course recap