

## Master Syllabus

### COM 2211 - Effective Public Speaking

**Division:** Liberal Arts, Communication and Social Sciences

**Department:** Communication

**Credit Hour Total:** 3.0

**Lecture Hrs:** 3.0

**Prerequisite(s):** DEV 0035

**Other Prerequisite(s):** OR Other Any other college level English course

**Date Revised:** April 2015

---

### Course Description:

Designed to improve speaking and listening skills through the study and application of public speaking structure, content and style.

### General Education Outcomes:

- ▣ Written Communication Competency
- ▣ Oral Communication Competency
- ▣ Critical Thinking/Problem Solving Competency
- ▣ Values/Citizenship/Community Competency
- ▣ Computer Literacy Competency
- ▣ Information Literacy Competency

### Course Outcomes:

#### Speech critiques

Critique a variety of speeches including classmates' and student's own speeches, in order to become a more effective speaker and listener.

**Assessment Method:** Performance appraisals  
**Performance Criteria:**

70% accuracy of critique

#### Speech delivery

Deliver effective invitational, informative, persuasive and special occasion speeches.

**Assessment Method:** Performance appraisals  
**Performance Criteria:**

70% delivery accuracy

#### Outline construction

Construct informative and persuasive speech outlines supported by sufficient, credible evidence appropriate for a specific audience.

**Assessment Method:** Performance appraisals  
**Performance Criteria:**

70% outline accuracy

#### Public speaking elements

Define the elements of effective public speaking.

**Assessment Method:** Locally developed exams  
**Performance Criteria:**

70% of items answered correctly

### Outline:

Communication process  
Critical thinking and listening skills  
Audience analysis  
Developing confidence  
Using visual aids  
Organizational tips  
Introductions and conclusions  
Outlining strategies  
Research strategies  
Supporting ideas  
Delivery essentials  
Informative speaking  
Persuasive speaking  
Invitational speaking  
Special occasion speaking