

**KINGSBOROUGH COMMUNITY COLLEGE**  
THE CITY UNIVERSITY OF NEW YORK  
2001 Oriental Boulevard  
Brooklyn, New York 11235

DEPARTMENT OF COMMUNICATIONS & PERFORMING ARTS

SPEECH ARTS & SCIENCES  
THEATRE ARTS  
RADIO MANAGEMENT & TECHNOLOGY  
FILM STUDIES  
MUSIC & MUSIC TECHNOLOGY  
TELEVISION

**SYLLABUS**

Course Title:     Effective Public Speaking

Number:            SPE 21

Credits/Hours: 3 credits/3 hours

Description:       The elements of clear and effective public speaking are learned and put into practice through group discussion and several oral presentations. Skills in research, evaluating quality information, organization, argumentation, outlining, audience analysis, verbal and non-verbal expression and the use of audio/visual aids are developed. Various methods of delivery are examined and practiced and techniques of extemporaneous and impromptu speaking are developed. Students are helped to produce well-reasoned oral presentations, as well as to overcome "stagefright" and other blocks to effective communication.

Textbooks:        Gregory, H., (2010). *Public speaking for college and career* (9<sup>th</sup> ed.).  
                          The McGraw Hill Companies, Inc.

Prerequisite(s): None

Majors:            No

Selected Students: Open to all students

Rationale:        Being an effective public speaker at our work, school, community, and home can benefit both the speaker and the listener. Clearly presented, organized, supported ideas help to create better communication. By learning the techniques and methods of effective public speaking, the student will improve his/her communicative skills in a variety of settings.

### Course Objectives:

1. To learn several ways in which ideas may be organized (logical, chronological, etc.)
2. To learn how to outline a speech, going from main ideas to supporting details. Diverse methods such as comparison, contrast, cause and effect are used
3. To learn to develop a useful speaker's outline
4. To learn how to develop and deliver effective introductions and conclusions to speeches
5. To become aware of the needs and attitudes of the audience
6. To learn the techniques of handling both audio and visual materials for presentation during a speech
7. To prepare extemporaneous informative speeches, persuasive speeches, speeches for special occasions, sales talks, etc.
8. To deliver impromptu speeches. To learn how to prepare quickly and effectively for the presentation of such a talk
9. To develop an awareness of the importance of non-verbal communication on the platform and to learn to use one's body to manipulate the physical environment to enhance speaking effectiveness
10. To learn the value of vocal variety, tonal modulation, rhythm, and clear articulation in speech delivery
11. To learn effective ways of researching for a speech

### Methods of Teaching Course:

Brief lectures; demonstrations; class discussions; exercises; oral and written critiques of speeches; audio/visual materials.

### Assignments for Students:

It is expected that students will be assigned at least three extemporaneous speeches (informative, persuasive, and a "special" talk suited to the interests and needs of the students).

At least one impromptu speech

Outlines should be submitted by the students for each of their speeches.

Students can be asked to write critiques of both the speeches heard in class and speeches heard in other settings.

\*Please note: The majority of time in the classroom should be devoted to speech activities. Lecture/discussions, written work and critiques should represent no more than a third of total classroom hours.

### Method of Evaluation:

Students should be provided, by the instructor, with complete, graded, written critiques of each of their major speeches.

A written final examination is required by the college. Although not weighted as heavily as the speeches, it should count toward the final

grade and can be used by the students to demonstrate their mastery of the material covered in lectures and in the textbook.

## Topical Course Outline

- I. General principles of public speaking
  - A. Role of public speaking  
[Quiz/final exam]
  - B. Identify listening strengths and weaknesses  
[Homework: Written assessment based on daily listening activities]
  - C. Identify speaking strengths and weaknesses  
[Oral and written peer & self critiques]
  
- II. Preparing a speech
  - A. Choosing and limiting a topic  
[Class Discussions/Peer discussion/Quiz/Final Exam]
  - B. Research methods  
[Outlines, oral citations of sources during speeches]
  - C. Organizing materials and preparing an outline  
MLA documentation  
[Outline for Informative/Persuasive Speech]
  - D. Introductions and conclusions  
[Presentation of introductions for formal speeches]
  
- III. Analyzing the audience
  - A. Situational information
  - B. Demographic information  
[Class poll/Quiz/Final Exam]
  
- IV. Methods of delivery  
Achieve vocal variety, tonal modulation, and clear articulation in speech delivery  
[Impromptu/Demonstrative/ Informative/Persuasive Speech]
  
- V. Non-verbal delivery  
Develop awareness of the importance of non-verbal communication skills  
[Short writing assignment/class discussions]
  
- VII. Impromptu speaking  
[Impromptu speech/Quiz/Final Exam]
  
- VII. Extemporaneous speaking
  - A. Demonstrative [Demonstration Speech/Final Exam]
  - B. Informative [Quiz/Outline/Informative Speech/Final Exam]
  - C. Persuasive [Quiz/Outline/Persuasive Speech/Final Exam]

Bibliography:

Fletcher, L. (1983). *How to design and deliver a speech*. New York: Harper & Row.

Lucas, S. (1994). *The art of public speaking (5<sup>th</sup> ed. )*. New York: McGraw Hill.

Peterson, B. (1981). *Speak easy*. St. Paul, MN: West Publishing.

Ross, R. S. (1997). *The speechmaking process (11<sup>th</sup> ed.)*. Needham Heights, MA: Allyn & Bacon.

Vererber, R. (1994). *The challenge of effective public speaking*. Belmont, CA: Wadsworth Publishing.

White, E. (1985). *Basic public speaking*. Indianapolis, IN: Macmillan Publishing.