

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: CST 100 **Credits:** 3

Course Title: Principles of Public Speaking

Course Description:

Applies theory and principles of public address with an emphasis on preparation and on the extemporaneous method of delivery. The assignments in the course require college-level reading and analysis of scholarly studies and coherent communication through written reports, including the production of at least one APA/MLA-formatted individual writing assignment. Lecture 3 hours, Laboratory Total 3 hours per week. 3 credits

General Course Purpose:

CST 100 provides guidelines, practice opportunities, and feedback in selecting, organizing, adapting, and presenting ideas in a variety of public speaking situations.

Course Prerequisites/Corequisites:

None.

Student Learning Outcomes:

Upon completing the course, the student will be able to:

Critical Thinking

- Analyze principles of communication.
- Articulate the benefits and challenges of communication in present day society or in their own lives.
- Conceptualize, select, apply, analyze, synthesize, and/or evaluate information to develop messages for audience-centered speeches/presentations.

Civic Engagement

- Analyze the relationship between communication and diversity.
- Describe the role of public speaking as a means to communicate about community issues.

Professional Readiness

- Orally communicate ideas to a listener with verbal and nonverbal fluency.
- Apply specific communication concepts or theories to personal and professional lives.

Written Communication

- Analyze the various components of a public presentation and develop a written outline for a presentation

Elements of Communication Process

- Identify and describe the elements of the communication process, explain how speakers utilize this knowledge, and apply this knowledge when constructing/delivering speeches.

General and Specific Speech Purposes

- Identify the general purpose for a variety of speech occasions.
- Generate and refine specific speech purposes.

Modes of Delivery

- Compose and perform a variety of speeches that demonstrate an understanding of the different modes of delivery, including online and in-person delivery.

Speech Preparation

- Choose a topic, create a thesis, conduct research, develop effective messages, and organize the information into a coherent speech outline that includes citations and a bibliography/works cited page.

Critical Listening

- Assess and critique/evaluate speech performances.

Audience Analysis

- Analyze audience reaction data and adapt speech topics to reflect feedback provided.

Thesis Identification and Development

- Create thesis statements for informative and persuasive speeches.

Logos, Argumentation and the Use of Evidence

- Define and describe logos, identify and apply techniques to formulate an argument—supported by logical evidence—in persuasive speech performances.
- Develop arguments for persuasive performances, to include individual/group speeches and/or debates.

Ethos and the Development of Speaker Credibility

- Define and describe ethos and identify and apply techniques to improve speaker credibility in speech performances.
- Uphold the core values/ethics of society in speech performances.

Pathos and the Development of Emotional Appeals

- Define and describe pathos and identify and apply effective techniques to craft and incorporate emotional appeals in persuasive speech performances.

Speech Anxiety

- Evaluate their own level of speech anxiety and integrate solutions to decrease anxiety during speech performances.

Audio-Visual Aids

- Develop and utilize appropriate audio-visual aids in various speech assignments.

Feedback Skills

- Evaluate peers' speeches and provide constructive feedback.

Major Topics to be Included:

- Elements of Communication Process
- General and Specific Speech Purposes

- Modes of Delivery
- Speech Preparation
- Critical Listening
- Audience Analysis
- Thesis Identification and Development
- Logos, Argumentation and the Use of Evidence
- Ethos and the Development of Speaker Credibility
- Pathos and the Development of Emotional Appeals
- Speech Anxiety
- Audio-Visual Aids
- Feedback Skills

Effective Date/Updated: August 1, 2022