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

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