# 3/15/2021

# brcc keystone logo

Baton Rouge Community College

*Academic Affairs Master Syllabus*

Date Approved: 27 April 2021

Term and Year of Implementation: Spring 2022

**Course Title:** Public Speaking

**BRCC Course Rubric:** SPCH 2013

**Previous Course Rubric**: SPCH 120

**Lecture Hours per week-Lab Hours per week-Credit Hours**: 3-0-3

**Per semester: Lecture Hours-Lab Hours-Instructional Contact Hours**: 45-0-45

**Louisiana Common Course Number:** CCOM 2013

**CIP Code:** 23.1304

**Course Description:** Teaches basic public presentation principles and skills and considers ethics of public speaking. Students complete at least four speeches including an informative and persuasive speech. One speech must be at least six minutes in length.

**Prerequisites:**  None

**Co-requisites:** None

**Suggested Enrollment Cap:** 25

**Learning Outcomes.** *Upon successful completion of this course, the students will be able to:*

1. Evaluate a speech using the principles of effective speaking.

2. Manage communication apprehension.

3. Adapt a speech to a diverse audience.

4. Adapt a speech to its rhetorical situation.

5. Demonstrate the mechanics of giving a speech.

**General Education Learning Outcome(s):** This course supports the development of competency in the following area(s). Students will:

Construct written and/or verbal arguments. (General Education Competency: Communication)

**Assessment Measures.** Assessment of all learning outcomes will be measured using the following methods:

1. Common grading rubric for paper analyzing a public speech to assess learning outcome 1.

2. Speech anxiety pre- and post-test to assess learning outcome 2.

3. Common grading rubric for Informative Speech to assess learning outcomes 3, 4, and 5.

**Information to be included on the Instructor’s Course Syllabi:**

* ***Disability Statement*:** Baton Rouge Community College seeks to meet the needs of its students in many ways. See the Office of Disability Services to receive suggestions for disability statements that should be included in each syllabus.
* ***Grading:*** The College grading policy should be included in the course syllabus. Any special practices should also go here. This should include the instructor’s and/or the department’s policy for make-up work. For example in a speech course, “Speeches not given on due date will receive no grade higher than a sixty” or “Make-up work will not be accepted after the last day of class”.
* ***Attendance Policy*:** Include the overall attendance policy of the college. Instructors may want to add additional information in individual syllabi to meet the needs of their courses.
* ***General Policies*:** Instructors’ policy on the use of things such as beepers and cell phones and/or hand held programmable calculators should be covered in this section.
* ***Cheating and Plagiarism*:** This must be included in all syllabi and should include the penalties for incidents in a given class. Students should have a clear idea of what constitutes cheating in a given course.
* ***Safety Concerns:*** In some courses, this may be a major issue. For example, “No student will be allowed in the lab without safety glasses”. General statements such as, “Items that may be harmful to one’s self or others should not be brought to class”.
* ***Library/ Learning Resources:*** Since the development of the total person is part of our mission, assignments in the library and/or the Learning Resources Center should be included to assist students in enhancing skills and in using resources. Students should be encouraged to use the library for reading enjoyment as part of lifelong learning.

**Expanded Course Outline:**

I. Preliminaries: Introducing Public Speaking

A. Public Speaking and the Communication Process

B. Managing Communication Apprehension

C. Listening Effectively

II. Prepare: Knowing Your Audience and Yourself

A. Analyzing Your Audience

B. Adapting to Diverse Audiences

C. Enhancing Your Credibility and Selecting Your Topic

D. Speaking with a Purpose

III. Produce: Developing the Speech

A. Discovering Relevant Material Through Research

B. Supporting Your Ideas with Evidence

C. Organizing and Outlining Your Speech

IV. Present: Presenting Your Speech

A. Delivering the Speech Effectively

B. Using language Effectively

C. Using Presentational Aids in Public Speaking

V. Particulars: Types of Public Speaking

A. Informative Speaking

B. The Persuasive Process

C. Arguing Persuasively

D. Speaking on Special Occasions

E. Communicating in the Workplace