

**Fundamentals of Public Address
(Communications 133)**

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Credits: 3 undergraduate credits

Required Textbook:

Stephen E. Lucas *The Art of Public Speaking*, McGraw-Hill, 2007.
Stephen E. Lucas Student CD-Rom Guidebook

Course Rationale:

Effective, productive public communication is vital to success in the workplace and as a citizen. Regardless of one's chosen occupation, the ability to effectively speak to a specific audience plays an important role in everyday life.

Description:

This course is designed to give students real life opportunities to design and improve their public speaking skills. Emphasis will be placed upon audience analysis, organization of material, designing visual aids, techniques of persuasion, and elements of effective delivery.

Objectives:

A successful student in this course will be able to:

1. Understand the Communication Process
2. Tailor a speech to a specific audience
3. Critically and constructively evaluate the communication habits of self and peers
4. Demonstrate techniques of strong delivery
5. Use appropriate persuasive techniques in speaking
6. Organize an effective presentation
7. Design appropriate visual aids for presentations

Additional Requirements:

1. Two written critiques of outside professional speakers
2. One public address speaking experience outside of class

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Expectations:

1. Read textbook material outside of class
2. Be organized, resourceful, and self monitoring (This is a college level course) *Figure out computer problems yourself.*
3. Actively engage in classroom discussion
4. Provide constructive, mature feedback for peers
5. Strive to improve weaknesses in regards to speaking
6. Communicate expected & unexpected absences/issues with your professor and peers. (student phone numbers)

Content to be Studied:

Unit One: *Foundations of Speaking*

- ~ Ice Breakers/mini speeches
- ~ The Communication Process
- ~ Ethics as a speaker and listener
- ~ Listening
- ~ Audience Analysis
- ~ Stage Fright
- ~ The Changing Nature of Communication

Time Allotment: 3 weeks

Text Chapters: 1,2,3,5

Unit Two: *The Informational Speech*

- ~ Choosing a Topic
- ~ Organizing a Speech
- ~ Gathering Sources
- ~ Writing the Outline
- ~ Visual Aids
- ~ “Fielding” Questions

**Formal Informative Speech
w/ visual, audience questions**

Time Allotment: 3 -4 weeks

Text Chapters: 4,6,8,9,10,13

Unit 3: *Persuasion*

- ~Using Voice
- ~Using Language
- ~Using Posture & Movement
- ~Non-Verbal Language
- ~Using Your Eyes & Face
- ~Word Choice
- ~ The Methods of Persuasion

***The Speech of Passion with
2 visuals**

Time Allotment: 2 weeks

Text Chapter: 11,12

Unit Four: *Tidbits to Know*

- ~ Team Speaking
- ~ Using & Delivering Humor
- ~ Correct Powerpoint Use

The Nomination Speech

**The Speech to Entertain with
one partner & powerpoint**

Time Allotment: 3-4 weeks

Text Chapters: 15, 16, Appendix

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Final Exam: Written test over critical concepts

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Evaluation:

~ Textbook Chapter Quizzes:	20%
~ 3 Major Speeches	30%
~ Daily Activities & Peer Evaluations	20%
~ 3 “Additional Requirements”	10%
~Final Exam Speech	20%

Grading (UWBG scale)

A (Excellent)	100-92%
AB (Very Good)	91-90%
B (Good)	89-85%
BC (Above Average)	84-83%
C (Average)	82-75%
D (Poor)	74-70%
F (Unacceptable)	69 and below

Grading (West High School)

A	92-100%
B	91-85%
C	84- 75%
D	74-70%

Attendance:

Being an audience member and peer evaluator is considered by your teacher to be a vital part of the success of this class. Therefore, frequent absence will be unacceptable and truancy on the day of a major speech will be met with a 50% reduction in grade. This is a college level course and students are expected to attend daily.