

Virginia Western Community College

CST 100

Principles of Public Speaking

Prerequisites

None

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. This is a UCGS transfer course.

Semester Credits: 3 Lecture Hours: 3

Required Materials

Internet access
Canvas

Textbook

None: Open Educational Resources

Other Required Materials:

None

Course Outcomes

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.

Topical Description

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

Notes to Instructors

None

[TITLE IX STATEMENT](#)

[ADA STATEMENT](#)