**OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM**

Note: The University reserves the right to amend course outlines as needed without notice.

<table>
<thead>
<tr>
<th>Course Code and Number: CMNS 235</th>
<th>Number of Credits: 3</th>
<th>Course credit policy (105)</th>
</tr>
</thead>
</table>

**Course Full Title:** Public Speaking  
**Course Short Title (if title exceeds 30 characters):** Public Speaking

**Faculty:** Faculty of Humanities  
**Department (or program if no department):** Communications

**Calendar Description:**

This course focuses on the principles and psychology of effective speaking. Specific areas include informal presentations to small groups, formal presentations, meeting management, workshop facilitation, the use of presentation aids, developing the voice, and improving body language. Videotaped feedback is an important part of the course.

Note: Instructors require 80% attendance for this course. Regular participation and attendance at meeting speaking dates are required.

**Prerequisites (or NONE):** None.

**Corequisites (if applicable, or NONE):** None.

**Pre/corequisites (if applicable, or NONE):** None.

**Equivalent Courses (cannot be taken for additional credit)**

Former course code/number:  
Cross-listed with:  
Equivalent course(s):  

Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.

**Total Hours: 45**

**Typical structure of instructional hours:**

| Lecture hours | 10 |
| Seminars/tutorials/workshops | 35 |
| Laboratory hours | |
| Field experience hours | |
| Experiential (practicum, internship, etc.) | |
| Online learning activities | |
| Other contact hours: | |

**Total** 45

**Transfer Credit**

Transfer credit already exists: ☒ Yes ☐ No

Transfer credit requested (OReg to submit to BCCAT):  
☑ Yes ☐ No (if yes, fill in transfer credit form)

Resubmit revised outline for articulation: ☐ Yes ☒ No

To find out how this course transfers, see bctransferguide.ca.

**Special Topics**

Will the course be offered with different topics?  
☑ Yes ☐ No

If yes, different lettered courses may be taken for credit:  
☐ No ☐ Yes, repeat(s) ☒ Yes, no limit

Note: The specific topic will be recorded when offered.

**Maximum enrolment (for information only):** 25

**Expected frequency of course offerings (every semester, annually, every other year, etc.):** Every semester

**Department / Program Head or Director:** Samantha Patridge  
**Date approved:** April 22, 2015

**Faculty Council approval**  
**Date approved:** January 2016

**Campus-Wide Consultation (CWC)**  
**Date of posting:** February 12, 2016

**Dean/Associate VP:** Jacqueline Nolte  
**Date approved:** January 2016

**Undergraduate Education Committee (UEC) approval**  
**Date of meeting:** February 26, 2016
Learning Outcomes
Upon successful completion of this course, students will be able to:

- Demonstrate credibility as a speaker through the use of research and personal experience
- Deliver effective impromptu and extemporaneous speeches
- Apply the principles of effective vocal delivery
- Use nonverbal techniques
- Adapt speeches for particular audiences (e.g., incorporate an acknowledgement of Sto:lo territory, adapt to different levels of ability, target different interest groups, etc.)
- Construct speeches using a variety of organizational patterns
- Demonstrate effective use of verbal introductions, conclusions, and transitional devices
- Demonstrate effective, sparing use of notes and note cards
- Incorporate effective and balanced rhetorical strategies to inform, to demonstrate, to persuade, or to entertain
- Effectively incorporate well-designed visual aids using presentation technology
- Demonstrate effective meeting management and meeting participation
- Demonstrate effective workshop facilitation techniques

Prior Learning Assessment and Recognition (PLAR)
☑ Yes □ No. PLAR cannot be awarded for this course because

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)

- Workshops, individual, and group work
- Four formal presentations which are videorecorded
- Student planned and directed final event (Gala) meeting, serving as a final exam
- Written critiques of students’ own and classmates’ work
- Informal exercises in which students practice and demonstrate skills
- Lecture-discussion and guest speakers
- Online and office-hour tutorials mentoring preparations for major assessment tasks

Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)

<table>
<thead>
<tr>
<th>Author (surname, initials)</th>
<th>Title (article, book, journal, etc.)</th>
<th>Current ed.</th>
<th>Publisher</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Donovan, J.</td>
<td>How to Deliver a TED Talk</td>
<td>☑</td>
<td>McGraw Hill</td>
<td>2014</td>
</tr>
<tr>
<td>4. Renner, P.</td>
<td>The Art of Teaching Adults</td>
<td>☑</td>
<td>Training Assoc.</td>
<td>2005</td>
</tr>
</tbody>
</table>

Typical Evaluation Methods and Weighting

<table>
<thead>
<tr>
<th>Final exam: %</th>
<th>Assignments: 95%</th>
<th>Quizzes/tests: 5%</th>
<th>Total: 100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-minute Icebreaker Speech</td>
<td>5%</td>
<td>Written self (5) and written and oral Peer(3) Evaluations</td>
<td>10%</td>
</tr>
<tr>
<td>5-6 minute Informational/Expository Speech</td>
<td>10%</td>
<td>Written weekly reading response memos/quizzes</td>
<td>5%</td>
</tr>
<tr>
<td>6-7 minute Process/Demonstration Speech</td>
<td>15%</td>
<td>Final Meeting “Gala” Presentation</td>
<td>15%</td>
</tr>
<tr>
<td>7-9 minute Persuasive Speech</td>
<td>20%</td>
<td>End of Semester Progress Report (written)</td>
<td>5%</td>
</tr>
<tr>
<td>Workshop Facilitator or Meeting Chairperson</td>
<td>15%</td>
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<td></td>
</tr>
</tbody>
</table>

Typical Course Content and Topics

1. The speech communication process for speaker and audience
2. Speech anxiety
3. Audience-centered speaking
4. Selecting and preparing speech topics and materials
5. Preparing speech content
6. Speaker credibility and support materials
7. Elements of argument and logical fallacies
8. Balancing rhetorical appeals
9. Visual and presentational aids
10. Speech organization and transitions
11. Speech delivery, including body language and use of space
12. Speaking to inform
13. Speaking to persuade
14. Pecha Kucha presentations
15. Speaking on special occasions
16. Meeting design and meeting management (including chairperson’s Sto:lo territory acknowledgement)
17. Workshop design and facilitation