CMNS 335  
Communications  
Advanced Oral Communications for Professionals  
COURSE NAME/NUMBER  
FACULTY/DEPARTMENT  
UFV CREDITS  

CALENDAR DESCRIPTION:

This course provides students with the opportunity to further develop presentation, workshop development, and meeting management skills for professionals. The course builds on the skills and knowledge learned in CMNS 235 through analysis of both publicly delivered speeches and public delivery of student presentations. The course also provides theoretical grounding in the rhetoric of speaking through analysis of landmark and contemporary treatises.

PREREQUISITES:  
CMNS 235 or CMNS 345

SYNONYMOUS COURSE(S):
(a) Replaces:  
(b) Cross-listed with:  
(c) Cannot take:  
for further credit.

TOTAL HOURS PER TERM: 60

SERVICE COURSE TO:  

TRAINING DAY-BASED INSTRUCTION:  
Length of course:  
Hours per day:  

OTHER:  
Maximum enrolment: 20
Expected frequency of course offerings: Annually
(every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)  
☐ Yes  ☐ No

WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)  
☐ Yes  ☐ No

TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:  
☐ Yes  ☐ No

Course designer(s):  Raymond Welch, Samantha Pattridge

Department Head:  David Thomson  Date approved:  November 4, 2011
Supporting area consultation  Date of meeting:  December 2, 2011
Curriculum Committee chair:  Tetsuomi Anzai  Date approved:  January 20, 2012
Dean/Associate VP:  Jacqueline Nolte  Date approved:  January 20, 2011
Undergraduate Education Committee (UEC) approval  Date of meeting:  February 3, 2012
LEARNING OUTCOMES:
Upon successful completion of this course, students will be able to:

- deliver professional informative and persuasive presentations to a variety of audiences
- plan and manage a meeting effectively
- design and lead, singly or collaboratively, workshops or seminars
- comfortably incorporate technology in presentation delivery
- demonstrate, in writing, theoretical grounding in the rhetoric of speaking.

METHODS: (Guest lecturers, presentations, online instruction, field trips, etc.)
Lectures, guest lecturers, seminars, workshops, individual student oral presentations, student group oral presentation, written analysis, peer and self-evaluation.

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

- Examination(s)
- Portfolio assessment
- Interview(s)
- Other (specify):

PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS: [Textbook selection varies by instructor. Examples for this course might be:]

SUPPLIES / MATERIALS:

STUDENT EVALUATION: [An example of student evaluation for this course might be:]

Chairing a Meeting 15%
Process Demonstration Speech 10%
Persuasive Speech 10%
Team Presentation of a Workshop 15%
Public Forum Speech 15%
Written Rhetorical Analysis of a Public Speech OR Seminar Paper and Leadership 15%
Evaluations, Self and Peer 10%
Written Response Papers 10%

COURSE CONTENT: [Course content varies by instructor. An example of course content might be:]

Week 1: Designing and delivering workshops for professionals; foundations of rhetoric; how to write and deliver an advanced process demonstration
Week 2: Advanced audio/visual skills for presentations; development of rhetoric (18th C examples and readings); principles for effective evaluation (peer and self)
Week 3: Presentation of demonstration speeches; development of rhetoric (modern examples and readings); finding and choosing a public speech for analysis
Week 4: Presentation of demonstration speeches; developing a persuasive speech to motivate social change; choosing the right forum for a persuasive speech; patterns of organization for persuasion
Week 5: Presentation of demonstration speeches; handling objections to a persuasive topic; establishing credibility and using evidence ethically in persuasive speeches; analysis of a public speech
Week 6: Presentation of persuasive speeches; introduction to group work strategies; analysis of a public speech
Week 7: Presentation of persuasive speeches; group presentation strategies; analysis of a public speech
Week 8: Presentation of persuasive speeches; handling questions in a group presentation; analysis of a public speech
Week 9: Presentation of group speeches; techniques for audience analysis; analysis of a public speech
Week 10: Presentation of group speeches; motivating an audience to produce change; analysis of a public speech
Week 11: Presentation of group speeches; controlling nerves; polishing a speech through vocabulary, rhythm, and tone; analysis of a public speech
Week 12: Public forum speeches (such as through a speaker series on campus)
Week 13: Public forum speeches