UNIVERSITY OF THE FRASER VALLEY

ORIGINAL COURSE IMPLEMENTATION DATE: September 2008
REVISED COURSE IMPLEMENTATION DATE: January 2017
COURSE TO BE REVIEWED: (six years after UEC approval) February 2022
Course outline form version: 09/15/14

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

Course Code and Number: CMNS 335	**Number of Credits:** 4 Course credit policy (105)
Course Full Title: Advanced Public Speaking **Course Short Title (if title exceeds 30 characters):**	
Faculty: Faculty of Humanities	**Department (or program if no department):** Communications

Calendar Description:

Students will develop advanced skills through public delivery of presentations and analysis of landmark and contemporary speeches. Students will give presentations, develop workshops, manage meetings, practice rhetorical technique, and demonstrate leadership skills.

Prerequisites (or NONE):	One of the following: (45 university-level credits including either CMNS 235 or CMNS 345) or (EDUC 410, 445, and 490). Note: students with at least 60 credits and some background in public speaking can contact the instructor for permission.
Corequisites (if applicable, or NONE):	
Pre/corequisites (if applicable, or 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.

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**.

Total Hours: 60

Typical structure of instructional hours:

Lecture hours	15
Seminars/tutorials/workshops	45
Laboratory hours	
Field experience hours	
Experiential (practicum, internship, etc.)	
Online learning activities	
Other contact hours:	
Total	**60**

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 other year

Department / Program Head or Director: Samantha Pattridge	**Date approved:**	January 2016
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:

- Design speeches, presentations, and a workshop/seminar tailored for a variety of audiences
- Deliver speeches, presentations, and a workshop/seminar using a range of rhetorical goals
- Collaborate with other students to design and deliver speeches and public presentations
- Present audience-accessible research-driven ideas and arguments
- Manage a meeting effectively from planning to adjournment
- Incorporate digital technology creatively in presentation delivery
- Plan a public speaking event for a live audience as a class collaboration
- Present in a public event for a live audience as planned by the class
- Demonstrate theoretical grounding in the rhetoric of speaking

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)

Lectures, guest lecturers, seminars, workshops, individual student oral presentations, student group oral presentation, written analysis, peer and self-evaluation. Most meetings will be video recorded and assessment based on review of streaming video is an essential part of the course.

Grading system: Letter Grades: ☒ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☐

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

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

	Author	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1.	Foss, S. & Foss, K.	Inviting Transformation: Presentational speaking for a changing world	☒	Waveland	2011
2.	Longaker, M.G. & Walker, J.	Rhetorical Analysis: A brief guide for writers	☒	Bedfor/St.Martin	2013
3.	Archibald, J.	Indigenous Storywork: Educating the heart, mind, body, and spirit.	☒	UBC Press	2008

Typical Evaluation Methods and Weighting

Final exam:	%	Assignments:	100%	Midterm exam:	%	Total:	100%

Details (if necessary):

Planning and leading a meeting	15%
At least three prepared speeches (such as collaborative, research, and persuasive)	30%
Team presentation of a skill development workshop	15%
Public speaking event	10%
Presentation of final speech at collaboratively developed public speaking event	10%
Rhetorical analysis of a public speech and complementary in-class seminar	10%
Written self-evaluations and peer evaluations	10%

Individual instructors may choose to incorporate reading responses and other learning modules, either as graded course components or as non-graded student deliverables.

Typical Course Content and Topics

Week 1: Designing and delivering workshops for professionals; foundations of rhetoric; how to write a rhetorical analysis and lead a seminar based on it
Week 2: Advanced audio/visual skills for presentations; development of rhetoric from varying styles; principles for effective evaluation (peer and self)
Week 3: Presentation of planned speeches; development of rhetoric (modern examples and readings); finding and choosing a public speech for analysis
Week 4: Presentation of planned 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 planned 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 planned speeches; introduction to group work strategies; analysis of a public speech
Week 7: Presentation of planned speeches; group presentation strategies; analysis of a public speech
Week 8: Presentation of planned 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