

3/11/04 CAA
Effective Spring 2005

SPC prefix changed to CMN.

Eastern Illinois University
Revised Course Proposal

SPC 1390G, Introduction to Speech Communication, Honors

1. Catalog Description:

- a. SPC 1390G Honors
- b. Introduction to Speech Communication
- c. (3-0-3) (Graded A, B, C, N/C)
- d. On Demand
- e. Intro SPC Comm
- f. Fundamental principles of selecting, analyzing, evaluating, organizing, developing, and communicating information, evidence, and points of view orally. The course includes techniques of listening and informative, persuasive, and reactive speaking. **1390 G is the Honors equivalent of 1310 G.**
- g. Prerequisite: None
- h. The course is writing active.

2. Student Learning Objectives

- a. Goals of general education and university-wide assessment
 - (1) EIU graduates will demonstrate the ability to write and speak effectively.
 - (a). The student will demonstrate effective oral communication.
 - (b). The student will demonstrate the ability to select, analyze, evaluate, organize, develop, and communicate information, evidence, and points of view.
 - (2) EIU graduates will demonstrate the ability to think critically.
 - (a). The student will demonstrate the ability to react logically and spontaneously to different types of communication.
 - (b). The student will demonstrate the ability to apply critical listening theories.
 - (3) EIU graduates will function as responsible citizens.
 - (a) The student will demonstrate the ability to responsibly use oral communication as a means of influencing human behavior.
 - (b). The student will demonstrate the ability to communicate ethically.
 - (c). The student will demonstrate the ability to communicate with an audience in an interculturally sensitive manner.
- b. Additional learning objectives designed to help students achieve the goals of the course.
 - (1). The student will demonstrate effective listening skills.
 - (2). The student will demonstrate the ability to evaluate the communication of other as well as his/her own communication.

3. Course Outline

* = Graded Assignments

Week One - Readings Chapters 1 & 2

Course Overview

An Introduction to Public Speaking

Week Two - Readings Chapter 3

Speaking with Confidence

Impromptu Speeches *

Week Three - Readings - Chapter 4

Listening Skills

Critical Listening

Listening Assignment*

Week Four - Readings - Appendix B

Critical Standards for Speeches

Evaluating Speeches of Others

Evaluating Your Own Speeches

Week Five - Readings - Chapters 5 & 6

Analyzing the Audience

Selecting the Topic

Exam # 1 *

Week Six - Readings - Chapters 7 & 8

Researching the Topic

Types of Supporting Materials

Finding Supporting Materials

Week Seven - Readings - Chapters 9, 10, & 11

Organizational Patterns for Speeches

Outlining the Speech

Wording the Speech

Week Eight - Readings - Chapter 14

Speeches to Inform and Outlines *

Week Nine - Readings - Chapters 12 & 13

Delivering the Speech

Using Visual Aids

Using Electronic Aids

Week Ten - Readings - Chapters 15 & 16

The Strategy and Structure of Persuasion

Persuasive Techniques

Exam # 2 *

Week Eleven

Persuasive Speeches and Outlines *

Week Twelve

Critical Listening Assignment *
Reactive Speaking
Principles of Refutation

Week Thirteen

Reactive Speeches *
Term paper due

Week Fourteen - Reading - Chapter 17

Speaking on Special Occasions
Speaking in Other Cultures

Week Fifteen

Final Speeches and Outlines *

Final Exam Week

Final Exam *

4. Evaluation of Student Learning

a. Indicate how the achievement of student learning objectives will be evaluated.

(1) Grades

Impromptu Speech (2 minutes)	50 points
Informative Speech (3 ½-4 ½ minutes)	100
Informative Outline	50
Persuasive Speech (6-7 minutes)	100
Persuasive Outline	50
Reactive Speech (7 ½-8 ½ minutes)	100
Final Speech (8 ½-9 ½ minutes)	100
Final Speech Outline	50
Critical Listening Paper	100
Exam #1	100
Exam #2	100
Final Exam	100
Total Points	1000

(2) Grading System

1000 - 900 = A
899 - 800 = B
799 - 700 = C
699- 000 = NC

b. Describe how the course satisfies the criteria for the type of writing course identified in 1.h.

The course is **writing active**. There are three written outlines of the speeches. There is a critical listening paper. There are essay responses contained in the three exams. The course is **speaking centered**.

5. Rationale

a. Segment of General Education - **Language Segment** - The course focuses on speaking and listening effectively.

- b. Justify the level of the course and prerequisites. The course is at the introductory level and has no prerequisites.
- c. Similarity to existing courses. There are no other courses offered at this level which are similar to this course.
- d. The course will be required of all Eastern students.

6. Implementation

- a. Any faculty member in the Speech Communication Department may be assigned to teach the course.
- b. Textbook: Grice, G. L. & Skinner, J. F. (1998). Mastering public speaking (3rd ed.). Boston: Allyn and Bacon.
- c. No additional costs.
- d. Fall 2000

7. Community College Transfer. A community college course may be judged equivalent to this course.

8. Date approved by the department: April 14, 2000

9. Date approved by the college curriculum committee

10. Date approved by CAA: October 19, 2000

Departmental Contact Person: Dr. Doug Bock