

Eastern Illinois University
Revised Course Proposal
CMN 1310G, Introduction to Speech Communication

1. Catalog Description:

- a. CMN 1310G
- 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 instruction in techniques of listening and informative, persuasive, and reactive speaking. C2 900 Note: A grade of >C= or better in ENG 1001G, ENG 1002G, and CMN 1310G or in accepted substitutions is a requirement for the Bachelor=s degree at Eastern as well as a General Education requirement.
- 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 of Persuasion
The Structure of Persuasion
Persuasive Techniques
Exam # 2 *

Week Eleven
Persuasive Speeches and Outlines *

Week Twelve
Critical Listening Assignment Due *
Reactive Speaking
Principles of Refutation

Week Thirteen

Reactive Speeches *

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. List faculty members to whom the course will be assigned initially. Any faculty member in the Communication Studies Department, either tenure track or annually contracted, 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

9. Date approved by the college curriculum committee

10. Date approved by CAA: October 19, 2000

Departmental Contact Person: Dr. Doug Bock