

SPEECH 1315
Introduction to Speech Communication

Western Texas College
Department of Speech

- I. Basic Course Information
 - A. Course description – Application of communication theory and practice to the public speaking context, with emphasis on audience analysis, speaker delivery, ethics of communication, cultural diversity, and speech organizational techniques to develop students' speaking abilities, as well as ability to effectively evaluate oral presentations.
 - B. Prerequisites - None
- II. Student Learning Outcomes
 - A. Demonstrate an understanding of the foundational models of communication.
 - B. Apply elements of audience analysis.
 - C. Demonstrate ethical speaking and listening skills by analyzing presentations for evidence and logic
 - D. Research, develop and deliver extemporaneous speeches with effective verbal and nonverbal techniques.
 - E. Demonstrate effective usage of technology when researching and/or presenting speeches.
 - F. Identify how culture, ethnicity and gender influence communication.
 - G. Develop proficiency in presenting a variety of speeches as an individual or group (e.g. narrative, informative or persuasive).
- III. Major Course Requirements
 - A. Quizzes: Students will complete quizzes covering materials in the text.
 - B. Speeches: Students will perform four speeches: 2 informative and 2 persuasive. The students will provide an outline and a bibliography for each speech to the instructor. Students will also propose topics to the instructor before posting the speech. Online students are responsible for all technology and technology access associated with recording and submitting speeches according to the individual instructor's policy.
 - C. Homework: Students will turn in topic proposals, outlines, and source materials and other activities as assigned.
 - D. Tests: Students may take two proctored tests. Online students may be provided with a list of approved test sites. Students may be responsible for making testing arrangements and paying any testing fees.
- IV. Information on Books and other Course Materials
 - A. Public Speaking for College and Career, 10th edition, H. Gregory
ISBN: 978-0-07-803682-8
- V. Other Policies: Please refer to the [WTC Course Catalog](#) for the following:

- A. Campus Calendar
- B. Final Exam schedule
- C. How to drop a class
- D. Withdrawal information
- E. Student Conduct/Academic Integrity
- F. Students with disabilities
- G. Departmental policy regarding late/make up work: No late work will be accepted.
- H. Course Organization and Tentative Schedule*

Unit 1: Weeks 1-4	The communication process, listening, the audience, selecting a topic, finding and evaluating information, visual aids
Unit 2: Weeks 5-10	Outlining and organizing, informative speeches, persuasive speeches, persuasive strategies, supporting materials, wording, delivery and other types of speeches
Unit 3: Weeks 11-15	Research, prepare, deliver, record (if applicable) and evaluate informative and persuasive speeches.

* Course policies and schedule may vary according to instructor and extenuating circumstances. Scheduling of tests and assignments in each unit is at the individual instructor's discretion.

Last Modified: January 10, 2017