Administrative Unit: Humanities Department

Course Prefix and Number: COMM 110

Course Title: Introduction to Speech

Number of: Credit Hours: 3  Lecture Hours: 3  Laboratory Hours: 0

Catalog Description: This course introduces students to basic skills necessary to function effectively in public communication situations, including informative and persuasive speaking. In addition, the students will develop abilities to analyze and evaluate oral discourse as a means of becoming informed consumers of communication. Offered Fall and Spring. G.E.

Prerequisite(s)/Corequisite(s): None.

Text(s): There are many suitable textbooks available. Texts focusing on informative and persuasive speaking, outlining, audience adaptation, etc., will work best (not a hybrid course text). An excellent book used across the field and focusing exclusively on the public speaking process is:


A research manual is recommended to assist in teaching proper outlining, research, and documentation. An excellent example is:


Course Objectives:

- To enable students to function effectively in public communication situations.
- To better understand the public speech communication process.

Measurable Learning Outcomes:

- Learn methods for overcoming speech anxiety.
- Learn to speak effectively in a public setting.
- Demonstrate how to construct/deliver informative speeches and outlines.
- Demonstrate how to construct/deliver persuasive speeches and outlines.
- Learn how to use support material/equipment to enhance speech effectiveness.
- Learn how to use new language strategies to strengthen personal speaking styles.
- Examine how to analyze and identify the audience for a specific speech.
Explore how to be critical consumers of public communication.

Topical Outline (major areas of coverage): During this course, assessment of the course objectives will consist of but not be limited to:

- 5 speeches/outlines ......................... 50-60%
- Informative Speech #1 ........ (3-5 minutes)
- Informative Speech #2 ........ (5-7 minutes)
- Informative Speech #3, w/presentational aid... (5-7 minutes)
- Persuasive Speech #1 ........ (6-8 minutes)
- Persuasive Speech #2 ........ (7-9 minutes)
- Exams or Quizzes.............................. 25-30%
- Class participation, or other assignments .................. 10-20%

- The Speech Communication Process
- Listening Behavior
- Managing Apprehension
- Using Language Effectively
- Audience analysis/support material/speech outlining/citations
- Speech to inform
- Persuasive Process
- Speech to persuade
- Using presentational aids
- Ethics in Communication

Recommended maximum class size for this course: 20

Library Resources: Online databases are available at http://www.ccis.edu/offices/library/resources.asp. You may access them from off-campus using your eServices login and password when prompted.

Prepared by: Dr. Lisa Ford-Brown
Date: January 18, 2005

NOTE: The intention of the master syllabus is to provide an outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught or where it is taught. Faculty members teaching this course for Columbia College are expected to facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline. However, instructors are also encouraged to cover additional topics of interest so long as those topics are relevant to the course’s subject. The master syllabus is, therefore, prescriptive in nature but also allows for a diversity of individual approaches to course material.

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