Administrative Unit: Humanities Department
Course Prefix and Number: COMM 323
Course Title: Advanced Public Speaking and Persuasion
Number of Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: 0
Catalog Description: A detailed study and application of speech communication theory with an emphasis on the philosophical and theoretical foundations of persuasion. Offered even spring.
Prerequisite(s)/Corequisite(s): COMM 110.
Text(s): Suggested Texts:
Course Objectives:
• To build upon the practical approach to the process of persuasion in various communicative settings.
• To explore rhetorical analysis and performance models of public discourse.
• To explore persuasive techniques, evaluation and ethics at an advanced level.
Measurable Learning Outcomes:
• Develop an ethical understanding of reasoning and refutation.
• Develop advanced research and organizational skills.
• Demonstrate advanced experience in self-clarity, expression, and presentational speaking.
• Develop advanced critical skills for assessing public discourse.
Topical Outline (major areas of coverage):
• Assessment for this course may consist of examinations, a major written research assignment, and multiple formal public presentations. At least one formal (15-20 minute convention level) presentation will help prepare the student for the Capstone course presentation.
• What is essential to any public speaking situation and particularly persuasive acts?
• Invention: Preparing to persuade
• Organization and style: Speech construction
• Memory and delivery: Speech delivery
• Evaluating arguments
• Persuasion and ethics
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: Amy L. Darnell
Name ____________________________ Signature ____________________________

Date: November 17, 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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