

**Department of Speech Communication & Theatre Arts  
School of Arts and Humanities  
Bethune-Cookman College  
640 Dr. Mary McLeod Bethune Blvd.,  
Daytona Beach, FL 32114**

**SC 230 Introduction to Effective Oral Communication (3 credits)  
Fall 2008**

**Professor:** Dr. Paula McKenzie  
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**Office Location:** Fine Arts 342  
**Office Hours:** MW 3 to 4PM/TR 10 to 11:15AM [others by appointment]  
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***COURSE DESCRIPTION***

This course is designed to study fundamentals of Oral Communication through theory and practice for purposes of organizing and delivering effective oral messages in a variety of settings. Particular attention will be given to pronunciation, articulation, and diction.

**COURSE OBJECTIVES**

Students should be able to research, organize, and deliver both informative and persuasive speeches; increase reasoning skills; demonstrate skill in the areas of criticism and listening. Students should:

- understand the importance of finding their voice;
- understand the connection between civic engagement and social responsibility;
- become aware of the communication process and barriers that inhibit effective communication;
- become aware of the roles of speakers and listeners as active participants in the communication process;
- develop an understanding of the public speaking process;
- be able to organize and present effective speeches;
- acquire the basic skills necessary for effective communication.
- be able to critically evaluate speakers during communication interactions;
- be able to speak truth to power.

**TEXTBOOK**

S.A. Beebe and S.J. Beebe (2008). *Public Speaking: An Audience Centered Approach*.  
New York: Allyn and Bacon.

**Policies and Procedures:**

1. Speeches: This is an oral competency course. You must complete all four speech assignments. You are expected to deliver your speech on the day it is assigned.
2. Assignments: Each speech assignment will include typed outline (APA format; double spaced with 1 inch margins). The outline will be accompanied by the assigned bibliography.
3. Attendance and participation: Complete reading assignments and be prepared to discuss in class. Attendance is mandatory.
4. Do Not Plagiarize. Plagiarism is any attempt to copy ideas, thoughts or language from another person and pass them off as your own.

## GRADING CRITERIA

Presentations (4)	80%
Midterm and Final	20%
<b>TOTAL</b>	100%

## GRADING SCALE:

A = 90-100;  
 B = 80-89;  
 C = 70-79;  
 D = 60-69;  
 F = 59 and below

### *Important notes:*

- Complete textbook reading assignments **before** they are discussed in class.
- Participate in class activities and discussions.
- *Cheating (including plagiarism) on any assignment will result in automatic failure of the course and referral to university officials for disciplinary action. Please consult the College Catalogue for official policies on cheating.*
- All students will respect the rights of others, including the right to freedom of speech, freedom of religion, and freedom of thought.
- Professor reserves the right to change the schedule as necessary

## Schedule

### Week 1

Conduct Pretest. Intro course; assign term topic. Deliver Speech of Introduction. Discuss top current event of day. Assign chapter 1 Speaking with Confidence and communication models and 3 Speaking Freely and Ethically.

Discuss civics and review the following links:

<http://www.civiced.org/>; <http://www.cived.net/>;

[http://www.iscv.org/Civic\\_Values/Civic\\_Education/civic\\_education.html](http://www.iscv.org/Civic_Values/Civic_Education/civic_education.html)

Write a reaction to your readings assessing civic education today.

## **Week 2**

Discuss chapter 1 and 3. Introduce term topic. Handout #1 & #2. Discuss chapter 2 Previewing the Audience-Centered Speechmaking Process. Assign and discuss chapter 4 Listening to Speeches and chapter 5 Analyzing Your Audience. Assign Mary McLeod Bethune Speech for analysis:  
<http://americanradioworks.publicradio.org/features/sayitplain/>

## **Week 3**

Discuss Using Support Materials chapters 8, Organizing & Outlining chapter 9, Introducing & Concluding your Speech chapter 10. Introduce First Speech to Inform w/ Visual Aid (2 min.) Assign homework: how to read a newspaper [ below] <http://homeworktips.about.com/od/researchandreference/a/newspaper.htm>  
Discuss first outline handout for two minute one point speech. [Handout #4 & #5.]  
Speech analysis due.

## **Week 4**

Discuss chapter 13 Delivering Your Speech, chapter 14 Using Presentation Aids, and chapter 15 Speaking to Inform. Write observation to Presidential Debates.  
Organizational Speech Outline #1 Due.

## **Week 5**

Present Speech to Inform with visual aid (2 min.).  
Present Speech to Inform with visual aid (2 min.).

## **Week 6**

Introduce Second Informative Speech: Speech of Controversy (5 min.).  
Speech-crafting Workshop. [Handout #6.] Present first film and discuss.

## **Week 7**

Speech-crafting Workshop. Handout #7. Watch second film and discuss.  
Speech-crafting Workshop. Organizational Speech Outline #2 Due.

## **Week 8**

Present Speech of Controversy (5 min.)  
Present Speech of Controversy (5 min.)

## **Week 9**

Introduce First Persuasive Speech: Problem-Solution Speech (6 min.).  
Introduction to Persuasion: chapter 16 Understanding Principles of Persuasive Speaking and Chapter 17 Using Persuasive Strategies. Discuss evidence and argumentation. [Handout #8] [

## **Week 10**

Speech-crafting Workshop. Handout #9. Watch third film and discuss.  
Speech-crafting Workshop. Organizational Speech Outline #3 Due.

**Week 11**

Present Problem-Solution Speech (5 min.)

Present Problem-Solution Speech (5 min.)

**Week 12**

Discuss motivated sequence. Introduce Second Speech to Persuade: Speech to Actuate. Speech-crafting Workshop [Handout #10] Impromptu Speeches on voting delivered periodically; not graded. Point earned for extra credit for proof of voting in Presidential election.]

**Week 13**

Speech-crafting Workshop. [Handout #11][Organizational Speech Outline #4 Due. Thanksgiving Holiday

**Week 14**

Present Speech to Actuate (6 min.).

Present Speech to Actuate

**Week 15**

Reading Day

Final Meeting