

## WTCS Repository

# 10-801-198 Speech

## Course Outcome Summary

### Course Information

**Description** Explores the fundamentals of effective oral presentation to small and large groups. Topic selection, audience analysis, methods of organization, research, structuring evidence and support, delivery techniques, and other essential elements of speaking successfully, including the listening process, form the basis of the course.

**Total Credits** 3.00

### Pre/Corequisites

**Prerequisite** Each Wisconsin Technical College determines the General Education course prerequisites used by their academic institution. If prerequisites for a course are determined to be appropriate, the final Course Outcome Summary must identify the prerequisites approved for use by the individual Technical College.

### Course Competencies

#### 1. Demonstrate active listening

##### Assessment Strategies

1.1. by completing a personal listening survey

##### Criteria

*Your performance will be successful when:*

- 1.1. learner differentiates among facts, inferences, opinions
- 1.2. learner follows directions
- 1.3. learner paraphrases information accurately
- 1.4. learner differentiates between intellectual and emotional content
- 1.5. learner assesses personal listening style

#### 2. Analyze audiences

##### Assessment Strategies

2.1. by completing an audience analysis

##### Criteria

*Your performance will be successful when:*

- 2.1. learner performs an audience analysis for a given presentation
- 2.2. audience analysis summarizes audience demographics
- 2.3. audience analysis predicts audience beliefs, knowledge, attitudes, and values as they relate to the topic or goals of the presentation

#### 3. Demonstrate ethical responsibility in public speaking

##### Assessment Strategies

3.1. by submitting a bibliography

## Criteria

*Your performance will be successful when:*

- 3.1. learner avoids plagiarism
- 3.2. learner orally cites sources
- 3.3. bibliography documents sources using MLA (or other designated) style sheet
- 3.4. learner exhibits social and cultural sensitivity in selection of topic, use of examples and word choice in order to avoid stereotyping
- 3.5. learner uses persuasive evidence responsibly

## 4. Examine research-based evidence, logical reasoning, and examples to clarify, prove, and add interest to the presentation

### Assessment Strategies

- 4.1. by incorporating supporting materials into a presentation

### Criteria

*Your performance will be successful when:*

- 4.1. learner examines supporting materials (testimony, examples, statistics, personal experiences) to support ideas
- 4.2. learner examines evidence such as author credentials, relevance and validity of data, and accuracy of quotes
- 4.3. learner differentiates between fact, inference, and opinion
- 4.4. learner analyzes sound reasoning and fallacies

## 5. Analyze speech organizational patterns

### Assessment Strategies

- 5.1. by preparing a graphic organizer

### Criteria

*Your performance will be successful when:*

- 5.1. learner examines organizational patterns that flow from the central idea and speaker's purpose
- 5.2. learner examines the use of the audience analysis to prepare the graphic organizer
- 5.3. graphic organizer includes an introduction, body, and conclusion with appropriate transitions
- 5.4. graphic organizer includes evidence of the use of the audience analysis
- 5.5. graphic organizer employs recognizable and logical patterns (ie. chronological, spatial, order of importance, compare/contrast, problem/solution, cause/effect, motivational, or topical)
- 5.6. graphic organizer includes a bibliography

## 6. Examine the use of audio\visual aids in presentations

### Assessment Strategies

- 6.1. by producing visual aids

### Criteria

*Your performance will be successful when:*

- 6.1. learner examines purposes of visual aids
- 6.2. learner examines types of visual aids considering appropriate technology
- 6.3. learner examines the correct use of visual aids
- 6.4. visual aid(s) are prepared correctly

## 7. Demonstrate effective delivery skills

### Assessment Strategies

- 7.1. by presenting a speech to the class

### Criteria

*Your performance will be successful when:*

- 7.1. learner demonstrates poise and confidence
- 7.2. learner uses effective vocal skills

- 7.3. learner uses appropriate language and word choice that are appropriate and effective for the audience, purpose, and situation
- 7.4. learner exhibits effective nonverbal presentation skills

## **8. Evaluate presentations**

### **Assessment Strategies**

- 8.1. by completing a peer and self evaluation

### **Criteria**

*Your performance will be successful when:*

- 8.1. learner employs pre-determined criteria to objectively evaluate the content and delivery of presentations given by others and self
- 8.2. evaluation includes suggestions for improvement
- 8.3. learner develops a plan for self-improvement that includes strengths and weaknesses in response to peer and instructor critique of presentation

## **9. Present a speech to inform**

### **Assessment Strategies**

- 9.1. by presenting the appropriate speech in class

### **Criteria**

*Your performance will be successful when:*

- 9.1. learner prepares a graphic organizer
- 9.2. learner documents sources using specified format
- 9.3. presentation includes oral reference to sources cited in bibliography
- 9.4. presentation length is within specified time range
- 9.5. presentation meets specified criteria for effective delivery
- 9.6. presentation meets criteria for ethical responsibility
- 9.7. presentation shows evidence of audience analysis
- 9.8. learner exhibits social and cultural sensitivity
- 9.9. learner responds and adapts to audience verbal and non-verbal feedback during the presentation
- 9.10. learner responds appropriately to questions
- 9.11. visual aid(s), if used, meet specified criteria
- 9.12. learner performs a self-evaluation of the presentation, as assigned

## **10. Present a speech to persuade**

### **Assessment Strategies**

- 10.1. by presenting the appropriate speech in class

### **Criteria**

*Your performance will be successful when:*

- 10.1. learner prepares a graphic organizer
- 10.2. learner documents sources using specified format
- 10.3. presentation includes oral reference to sources cited in bibliography
- 10.4. presentation length is within specified time range
- 10.5. presentation meets specified criteria for effective delivery
- 10.6. presentation meets criteria for ethical responsibility
- 10.7. presentation shows evidence of audience analysis
- 10.8. visual aid(s), if used, meet specified criteria
- 10.9. learner exhibits social and cultural sensitivity
- 10.10. learner applies sound reasoning to persuasive message
- 10.11. learner avoids fallacies in the persuasive message
- 10.12. learner responds and adapts to audience verbal and non-verbal feedback during the presentation
- 10.13. learner responds appropriately to questions
- 10.14. learner performs a self-evaluation of the presentation, as assigned

## **11. Present a speech for a special occasion**

### **Assessment Strategies**

11.1. by presenting the appropriate speech in class

### **Criteria**

*Your performance will be successful when:*

- 11.1. presentation is targeted appropriately for specific occasion
- 11.2. learner prepares a graphic organizer or manuscript
- 11.3. learner documents sources using specified format, if appropriate
- 11.4. presentation length is within specified time range
- 11.5. presentation meets specified criteria for effective delivery
- 11.6. presentation meets criteria for ethical responsibility
- 11.7. presentation shows evidence of audience analysis
- 11.8. learner exhibits social and cultural sensitivity
- 11.9. learner responds and adapts to audience verbal and non-verbal feedback during the presentation
- 11.10. visual aid(s), if used, meet specified criteria
- 11.11. learner performs a self-evaluation of the presentation, as assigned