

## WTCS Repository

10-801-198 Speech

# Course Outcome Summary

### Course Information

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|  | Description | Explores the fundamentals of effective oral presentation to small and large groups. Topic selection, audience analysis, methods of organization, research, supporting evidence, delivery techniques, active listening, and other essential elements of speaking successfully, form the basis of the course. Includes informative, persuasive, and occasion speech presentations. Audience requirements to be determined by individual colleges. |
|  | Total Credits | 3 |
|  | Prior Learning Assessments | * PLA Skill Demonstration
* PLA Test
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Pre/Corequisites

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| 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

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| 1. | Analyze audiences |
|  | Assessment Strategies |
|  | 1.1. | Oral, Written, Graphic and/or Skill Assessment |
|  | Criteria |
|  | 1.1. | analyze audience for presentation |
|  | 1.2. | identify audience demographics |
|  | 1.3. | identify situational characteristics |
|  | 1.4. | identify psychological characteristics |
|  | 1.5. | use analysis to guide speech |
|  | 1.6. | adapt content topic based on analysis |
| 2. | Apply ethical practices in public speaking |
|  | Assessment Strategies |
|  | 2.1. | Oral, Written, Graphic and/or Skill Assessment |
|  | Criteria |
|  | 2.1. | orally cite credible sources document sources using specified format |
|  | 2.2. | use inclusive verbal delivery |
|  | 2.3. | use inclusive non-verbal delivery |
|  | 2.4. | use ethical speech strategies |
|  | 2.5. | differentiate among fact, inference, and opinion |
| 3. | Incorporate supporting materials |
|  | Assessment Strategies |
|  | 3.1. | Oral, Written, Graphic and/or Skill Assessment |
|  | Criteria |
|  | 3.1. | use relevant presentation aids |
|  | 3.2. | apply information literacy strategies |
|  | 3.3. | identify types of supporting materials |
|  | 3.4. | use multiple types of supporting materials to support ideas |
|  | 3.5. | synthesize materials to support the speech's purpose |
| 4. | Organize speech |
|  | Assessment Strategies |
|  | 4.1. | Oral, Written, Graphic and/or Skill Assessment |
|  | Criteria |
|  | 4.1. | use the audience analysis to prepare an outline |
|  | 4.2. | develop a preparation outline |
|  | 4.3. | identify speech purpose in the outline |
|  | 4.4. | apply organizational patterns relevant to speech's purpose |
|  | 4.5. | develop introduction |
|  | 4.6. | develop body |
|  | 4.7. | use transitions |
|  | 4.8. | develop conclusion |
|  | 4.9. | document sources, as required |
| 5. | Employ speech delivery skills |
|  | Assessment Strategies |
|  | 5.1. | Oral, Written, Graphic and/or Skill Assessment |
|  | Criteria |
|  | 5.1. | use presentation aids |
|  | 5.2. | use non-verbal delivery techniques |
|  | 5.3. | use vocal delivery techniques |
|  | 5.4. | adhere to speech time-limits |
|  | 5.5. | use audience-appropriate language |
|  | 5.6. | use situation-appropriate language |
|  | 5.7. | deliver speech from speaking outline |
|  | 5.8. | use extemporaneous techniques |
| 6. | Evaluate speeches |
|  | Assessment Strategies |
|  | 6.1. | Oral, Written, Graphic and/or Skill Assessment |
|  | Criteria |
|  | 6.1. | apply critical listening skills |
|  | 6.2. | employ pre- determined criteria to evaluate speeches |
|  | 6.3. | formulate suggestions for improvement |
|  | 6.4. | identify speaker's strengths |
| 7. | Present an informative speech  |
|  | Assessment Strategies |
|  | 7.1. | Oral Presentation |
|  | Criteria |
|  | 7.1. | present to an audience |
|  | 7.2. | use informative content |
|  | 7.3. | integrate audience analysis into speech |
|  | 7.4. | adapt content delivery based on audience |
|  | 7.5. | use a speaking outline |
|  | 7.6. | cite sources orally |
|  | 7.7. | ·adhere to specified timeframe |
| 8. | Present a persuasive speech |
|  | Assessment Strategies |
|  | 8.1. | Oral Presentation |
|  | Criteria |
|  | 8.1. | integrate logical reasoning into arguments |
|  | 8.2. | present to an audience |
|  | 8.3. | use persuasive content |
|  | 8.4. | integrate audience analysis into speech |
|  | 8.5. | adapt content delivery based on audience |
|  | 8.6. | use a speaking outline |
|  | 8.7. | cite sources orally |
|  | 8.8. | adhere to specified timeframe |
| 9. | Present an occasion speech |
|  | Assessment Strategies |
|  | 9.1. | Oral Presentation |
|  | Criteria |
|  | 9.1. | present to an audience |
|  | 9.2. | identify audience |
|  | 9.3. | adapt content delivery based on audience |
|  | 9.4. | use a speaking outline |
|  | 9.5. | adhere to ethical speech standards |
|  | 9.6. | adhere to specified timeframe |
|  | 9.7. | adapt content of speech language to occasion |