

Bossier Parish Community College Master Syllabus

Course Prefix and Number:	SPCH 110	Credit Hours: 3
Course Title:	Principles of Speech	
Course Prerequisites:	None	
Textbook(s):	<i>The Art of Public Speaking with Connect Lucas</i> , 10 th Edition, by Stephen E. Lucas	

Course Description: The study and application of principles of public communication with emphasis on designing and delivering effective oral presentations.

Learning Outcomes:

At the end of this course, the student will be able to

- A. prepare an effective speech; and
- B. deliver an effective speech.

To achieve the learning outcomes, the student will
(The letter designations at the end of each statement refer to the learning outcome(s).)

1. analyze the speaking situation (A).
2. select an appropriate and specific topic (A).
3. establish a general and a specific purpose (A).
4. research the topic (A).
5. create an organized outline which includes a clear introduction, body, and conclusion (A).
6. select audio-visual aids when appropriate (A).
7. exhibit adequate practice (A and B).
8. adhere to established time requirements (B).
9. employ effective vocal techniques (B).
10. utilize nonverbal communication as appropriate to the speaking situation (B).
11. adhere to an organized structure (B).

Course Requirements: There is to be a minimum of five graded speeches delivered per semester, including extemporaneous (informative and persuasive) and impromptu speeches. There will be a final exam and some form of written testing within the semester, be it a mid-term exam or several quizzes based on the course material covered.

Course Grading Scale: Course grading will be based on either a point or a letter system at the discretion of the individual instructor.