WISCONSIN INDIANHEAD TECHNICAL COLLEGE

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Wisconsin Indianhead Technical College

10801198 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.
Instructional Level	Associate Degree
Total Credits	3.00
Total Hours	48.00

Types of Instruction

Instruction Type	Credits/Hours
Presentation (Lecture/Demonstration/Discussion)	3/48

Course History

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Last Approval Date	1/14/2014

Purpose/Goals

This course outcome summary includes the competencies and criteria for Speech (10-801-198). This course is part of the General Studies Core offered throughout the Wisconsin Technical College System (WTCS). The course competencies are consistent among the colleges and are at baccalaureate level to accommodate student success in transfer to four-year colleges.

Course Competencies

1.   Demonstrate active listening
Domain Cognitive   *Level* Application   *Status* Active

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

Learning Objectives

1.a. Listen actively to identify and evaluate the purpose of the speech
1.b. Listen actively to evaluate the effectiveness of the speech content
1.c. Differentiate between data, emotion, and credibility
1.d. Identify different listening styles

2. Analyze audiences
Domain Cognitive *Level* Application *Status* Active

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

Learning Objectives

2.a. Prepare an analysis of the audience
2.b. Create questions to better understand audience disposition on topic
2.c. Discuss how audience demographics, beliefs, and attitudes are utilized in delivering effective presentations

3. Demonstrate ethical responsibility in public speaking
Domain Affective *Level* Responding *Status* Active

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

Learning Objectives

3.a. Apply ethical standards in the use of information sources
3.b. Examine speech content for ethical standards
3.c. Demonstrate social and cultural sensitivity in speaking Document sources

4. Examine research-based evidence, logical reasoning, and examples to clarify, prove, and add interest to the presentation
Domain Cognitive *Level* Evaluation *Status* Active

Assessment Strategies

4.1. by incorporating supporting materials into a presentation

Criteria

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

Learning Objectives
4.a.   Use research skills to find credible sources
4.b.   Support key points with evidence
4.c.   Clarify key points with logical reasoning
4.d.   Provide supporting materials to add interest

5.   Analyze speech organizational patterns
Domain   Cognitive   Level   Analysis   Status   Active

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

Learning Objectives
5.a.   Identify basic patterns of organization
5.b.   Present material in a clear, easily understood format
5.c.   Organize speech to support audience analysis

6.   Examine the use of audio\visual aids in presentations
Domain   Cognitive   Level   Synthesis   Status   Active

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

Learning Objectives
6.a.   Examine purposes of audio/visual aids
6.b.   Examine types of audio/visual aids
6.c.   Prepare effective audio/visual aids
6.d.   Demonstrate effective use of audio/visual aids

7.   Demonstrate effective delivery skills
Domain   Cognitive   Level   Application   Status   Active

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

Learning Objectives

7.a.   Exhibit effective nonverbal presentation skills
7.b.   Choose appropriate language for the audience, purpose, and situation
7.c.   Demonstrate poise and confidence
7.d.   Use effective vocal skills

8.   Evaluate presentations

Domain   Cognitive   Level   Evaluation   Status   Active

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

Learning Objectives

8.a.   Analyze criteria to evaluate speech delivery
8.b.   Provide effective feedback to peers
8.c.   Evaluate suggestions for improvement
8.d.   Develop a plan for self-improvement

9.   Present a speech to inform

Domain   Cognitive   Level   Synthesis   Status   Active

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

Learning Objectives

9.a.   Analyze audience for effective delivery of informative speeches
9.b.   Determine purpose and organizational format of informative speeches
9.c.   Demonstrate strategies and techniques for delivering effective informative presentations
9.d.   Use sources to increase credibility of speech

10.   Present a speech to persuade

Domain Cognitive   *Level*   Synthesis   *Status*   Active

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

Learning Objectives
10.a.   Analyze audience for effective delivery of persuasive speeches
10.b.   Determine purpose and organizational format of persuasive speeches
10.c.   Demonstrate strategies and techniques for delivering persuasive presentations
10.d.   Use sources to increase credibility of speech

11.   Present a speech for a special occasion
Domain Cognitive   *Level*   Synthesis   *Status*   Active

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

Learning Objectives
11.a.   Analyze audience for effective delivery of special occasion speeches
11.b.   Determine purpose and organizational format of special occasion speeches
11.c.   Demonstrate strategies and techniques for delivering special occasion presentations
11.d.   Deliver an effective special occasion presentation