



COM 318

POWER OF SPEAKING AND LISTENING

5 Credit Hours
Effective: January, 2008

REQUIRED TEXTBOOKS

Goldstein, N. (2008). *The Associated Press Stylebook* (revised, updated ed.). New York, N.Y.: Basic Books. [NOTE: Required for all Communications courses]
Lucas, S.E. (2008). *The Art of Public Speaking with Learning Tools Suite* (10th ed.). New York, N.Y.: McGraw-Hill Publications.

REQUIRED EQUIPMENT

Instructor will provide detailed information and suggestions on how to obtain the required equipment (some may be available for free download). Students will be required to record and submit speeches.

Audio and video recording devices. These may include microphone for audio, VHS, CD or DVD tapes, MP3 recording software, and video recording.

PREREQUISITE

COM 201: Introduction to Communications (or equivalent).

COURSE DESCRIPTION

Public speaking is both an art form and specific skill. Inherent in public speaking is the power to foster and promote ideas through the formation and delivery of content-specific messages. Understanding cultural and gender-specific contexts is also key to effective public speaking. This course assists students in developing a critical understanding and awareness of message construction, listening, and delivery, with emphasis on situational, gender, and cultural implications and consequences. Students will learn public-speaking skills and strategies in order to effectively articulate both verbal and non-verbal messages to a particular audience for a particular purpose.

PROGRAM CONTEXT

“Power of Speaking and Listening” is a core course that introduces students to the fundamentals of public speaking and listening. The emphases on both skills and strategies will form the foundation for students when successfully demonstrating competencies in promoting messages to specific audiences. Successful completion and mastery of the learning outcomes for the course are both transferable and applicable to the more specialized courses in the program, including intercultural communication, persuasive communication, and public relations.

This course contributes to the following end-of-program outcomes:

1. Communicate effectively with individuals and groups from diverse cultural, linguistic, and social backgrounds;
2. Deliver messages effectively in multiple presentation formats;
3. Implement effective strategies and practices in message management and communications in multiple media;
4. Develop messages that influence values, attitudes, knowledge, and practices of various groups;
5. Develop personal, group, and organizational effectiveness through the critical use of information;
6. Develop and implement communication plans that apply to complex social, political, and organizational systems;
7. Participate productively in the professional communications community.

COURSE OUTCOMES

Upon the successful completion of this course, you will be able to:

1. Apply strong written and oral communication skills;
2. Use persuasion and argumentation concepts to construct communications;
3. Adapt messages to specific audiences, situations, and contexts;
4. Demonstrate credibility;
5. Find, evaluate, and apply information;
6. Use technology skills to analyze and communicate;
7. Critically reflect on experiences and improve problem-solving, decision-making skills, and performance;
8. Understand diversity and the potential for intercultural misunderstanding;
9. Make ethical and sound decisions with a global perspective.

COURSE CONTENT

To achieve the course outcomes, you will learn these specific concepts and skills:

1. Communication literacy;
2. Information literacy;
3. Critical thinking and reflection;
4. Audience analysis;
5. Communication ethics;
6. Cross-cultural communication;

7. Diversity and cultural competence;
8. Communication models;
9. Nonverbal communication;
10. Verbal communication;
11. Listening;
12. Empathy taking;
13. Cognitive complexities;
14. Rhetorical style;
15. Argumentation.

COURSE ASSESSMENTS

The grade for this course is based upon successful mastery of two major assessments as well as online activities and readings that help in preparation for these assessments. An important part of learning is interaction with others.

While the instructor will provide detailed instructions on assignments, general guidelines are below.

Course Activities

Students are expected to participate in weekly discussions and activities. Discussions and activities may include collaborative learning (group work) and individual assignments.

Speech Assignments (Narrative, Informative and Persuasive Speeches)

Students are expected to write and give three speeches using either audio or video equipment, as determined by the instructor.

Speech Critique

Students will observe and critique a speech by applying course content.

COURSE GRADING

Course Activities	30%
Narrative Speech	10%
Informative Speech	20%
Persuasive Speech	25%
Speech Critique	15%
TOTAL	100%

The City University of Seattle grading scheme, which is provided for guidance only, is found [in the City University of Seattle Catalog](#).

ADDITIONAL COURSE INFORMATION

Your instructor will provide the following information in your individual BlackBoard course, accessed through the City University Portal three days prior to the start of the class:

- Welcome letter;

- Specific course policies regarding assignment submission, participation, late work, etc.;
- Detailed evaluation and grading information;
- Schedule of course activities and due dates;
- Miscellaneous information.

REQUIRED AND RECOMMENDED RESOURCES

Access to video equipment.

Public speaking and listening skills articles selected by the instructor and accessible through City University Library, as well as Web links provided by the instructor.

As a City University student, you have access to library resources regardless of where and how you are taking this class. To access the resources that are necessary to complete your coursework and assignments, visit the library menu in the My.CityU portal at <http://my.cityu.edu>.

A good place to begin your research is through the program or course resource sections that provide links to relevant journals, books, and Web sites. Search the library's online catalog to locate books and videos, and place requests to have items mailed to you (services vary by location). Search the online databases for journal, magazine, and newspaper articles. Articles that are not available full text in the library's collection can be requested from other libraries and delivered to you electronically.

For additional help, submit your question via the *Ask a Librarian* e-mail service available through the portal or call 800.526.4269 (U.S. or Canada) or 425.709.3444.

OTHER CITY UNIVERSITY LINKS:

ACADEMIC INTEGRITY

Students are responsible for understanding City University of Seattle's policy on Scholastic Honesty and are required to adhere to its standards in meeting all course requirements. Please click on the following link and find the section titled [Scholastic Honesty](#) under Student Rights & Responsibilities.

DISABILITY RESOURCES

If you are a student with a disability and you require an accommodation, please contact the Disability Resource Office at 1.800.426.5596 ext. 5228 as soon as possible. For additional information, please see the section titled [Students with Special Needs](#) under Student Rights & Responsibilities.

SMART THINKING

Online tutoring, writing services, and homework help available 24/7 at <http://www.smarthinking.com>.