

Westchester Community College
Valhalla, NY 10595

Syllabus

Course: Speech Communication
Instructor: Professor Linda Kalfayan
Office Telephone: 785-7873
Office Location: SC 309

Textbook: *Communication Making Connections* by William J. Seiler and Melissa L. Beall
(5th edition)

Course Description

Theory and performance in interpersonal communications and public speaking; the preparation, delivery and critical evaluation of representative oral presentations. Works cited are drawn from diverse cultures and backgrounds. Required for all communications and media arts majors. This course grants Communications or English credit. Reasonable competence in written communication is necessary. Class hours: 3. No prerequisite.

Procedure

Students will be involved in a variety of in-class activities. These specific activities include required readings from the assigned text, lecture notes, class discussions, class participation, small groups, paired assignments, individual presentations, a written paper and examinations.

Objectives

Students should be able to:

1. Define communication as a system.
2. Examine both speaker's and listener's purposes.
3. Show that purpose, research and preparation are the backbone to the message.
4. Explain the three parts of organizing a speech in three different speech-making situations.
5. Present effective speech-making skills using adaptation, organization, content, delivery and application of visual aids, supporting material and evidence.
6. Develop constructive criticism.
7. Conduct in-class small group and large group discussions using communication topics represented in the text (see the heading on the next page).

In-class small group and large group discussions.

Students will participate in the following activities:

1. Communication
 - a. circular process
 - b. frame of reference
2. Human communication
 - a. four types of speaking situations demonstrated
 - b. interviewing
3. Communication
 - a. types
 - b. cultural communication game
4. The speech-making purpose
 - a. updating skills
 - b. impromptu speeches
5. The self-esteem activity
6. Perception
 - a. self-fulfilling prophecy
 - b. stereotyping
7. Why we listen
 - a. the process
 - b. keys for improvement
8. Feedback
 - a. sincerity
 - b. improvement techniques
9. Barriers in communication
10. Language usage / word choice
11. Nonverbal communication / paralanguage activity
12. Problem-solving activity / task oriented group assignment

Student Notes

Course Assignment

1. Textbook readings
2. Written mid-term exam
3. Written final exam
4. In-class exercises:
 - a. small group discussion and written assignment on organization
 - b. paired assignments using textbook questions
 - c. impromptu presentations
 - d. large group discussions on documenting references and questions of policy, value and fact
5. Three oral presentations with accompanying outlines and bibliography:
 - Visual Aid Presentation
 - Informative Presentation
 - Persuasive Presentation (see headings for further explanation)
6. Self-evaluation profile:
 - a. topic search
 - b. audience analysis
7. Pre-test and post-test report. A written reaction paper in accordance with the guidelines.
8. Research Paper

Additional Requirements

1. All oral presentations are to be presented on the assigned day.
2. Each oral assignment must fulfill the requirements stated by the instructor during in-class lectures.
3. In-class exercises must be performed on the designated day.
4. In-class student-to-student evaluations and observations must be completed on the designated day.

Visual Aid Speech

Students will prepare and present a 5-7 minute speech illustrating either a teaching, training or demonstrating technique. For example, a student may select to teach us how to make something using the visual aid as a demonstration in aiding the verbal. The speech could not succeed without the use of the visual aspect. An outline will accompany the speech on the date the speech is delivered. Chapters 11, 12 and 14 as well as lecture notes.

Informative Speech

This speech is 5-7 minutes in length. It begins with an extensive topic search process. In this fashion, students will speak on something very specific. For example, *“I would like to speak about psychology, in dreams on Freud’s dream theory.”* The topic is formally written into a topic sentence. The speech and a topical outline including a bibliography are due on your assigned presentations date. Chapter 12-15.

Persuasive Speech

The students are asked to ultimately change the audience’s belief system. Using the core belief’s model (that will later be explained) and the audience analysis, the students will be going to search for their topic. Students will prepare a 5-7 minute persuasive speech following the proposals of either fact, value or policy. An outline with a bibliography is due the day of your speech. Chapters 12-16.

Activity

Each class activity will be taken directly from your text. Please remember to bring textbooks on activity days and discussion days. **All activities are not graded. Six activities are graded. Students must be present and participate in order to receive credit.**

Exams

Written exams will be in the form of essay as well as multiple choice. There is a session of class time dedicated to presenting guidelines of study for these exams. At this time it is suggested that students form study groups.

Grading Procedure

Speech Presentations (3 presentations).....	15%
Mid-term Exam.....	15%
Paper	15%
Final Exam.....	15%
In-class activities and attendance	10%

Grading Procedure (continued)

1. **FOR CLASSES THAT MEET THREE (3) TIMES A WEEK**, a grade will be given for your attendance.
 - a. For three (3) and less absences, you will receive an “A” for attendance (worth 10% of your final grade).
 - b. 4-6 absences, you will receive a “B” for attendance.
 - c. 7-9 absences, you will receive a “C” for attendance.
 - d. 10 absences, you will receive a “D” for attendance.
 - e. Over 10 absences, you will be given a grade of “F”.

2. **CLASSES MEETING ONCE A WEEK**
 - a. 1 absence will receive an “A” for attendance.
 - b. 2 absences will receive a “B” for attendance.
 - c. 3 absences will receive a “C” for attendance.
 - d. 4 absences will receive a “D” for attendance.
 - e. More than four (4) absences will receive a grade of “F”.