

COM 101: Fundamentals of Oral Communication
Spring 2015
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Textbook:

Zarefsky, D. (2014). *Public speaking: Strategies for success* (7th ed.). Boston, MA: Pearson.

Course Description, Philosophy, and Learning Outcomes and Objectives:

Fundamentals of Oral Communication. A practical course in interpersonal communication including elementary phases of oral language training, short speeches, articulation, and pronunciation. Emphasis is on effective communication. A minimum grade of "C" is required for graduation.

Fundamentals of Oral Communication is required by West Liberty University because we believe that it will help you learn to be **more confident, more articulate, and a more intelligent consumer of information**. Through this course we hope to promote a greater understanding of the communication process in public as well as private settings. Although we have all been communicating since birth, each of us could improve our understanding and our communication skills.

In line with the philosophy stated above, this course aims to achieve the following objectives:

1. Students will be able to recognize the **communication process**.
2. Students will learn to **demonstrate critical thinking** in the production and evaluation of communication events.
3. Students will produce and deliver **organized informative and persuasive** presentations that demonstrate audience analysis.
4. Students will develop effective **extemporaneous speaking skills**.
5. Students will learn ways to **manage apprehension** in public communication settings.
6. Students will recognize the need for **ethics in communication situations**.

Course Requirements:

Written Assignments	Points
Introductory Speech Outline Worksheet	30
Introductory Presentation Outline	20
Introductory Speech Self-Evaluation	5
Generating Topics and Research	30
Informative Speech Audience Survey	25
Informative Preparation Outline	50
Informative Presentation Outline	25
Informative Speech Self-Evaluation	5
Persuasive (Beliefs and Values) Audience Survey	25

Persuasive (Beliefs and Values) Preparation Outline	50
Persuasive (Beliefs and Values) Presentation Outline	25
Persuasive (Beliefs and Values) Self Evaluation	5
Persuasive (Induce Action) Audience Survey	25
Persuasive (Induce Action) Preparation Outline	50
Persuasive (Induce Action) Presentation Outline	25
Persuasive (Induce Action) Self-Evaluation	5
Speaking Assignments	
Introductory Speech	50
Informative Speech	100
Persuasive (Beliefs and Values) Speech	150
Persuasive (Induce Action) Speech	200
Instructor's Discretion:	
Best of COMM 101 Essay	50
Participation	50

Tentative Schedule:

- Week 1 – Intro, Chapter 1, Chapter 2,
- Week 2 – Chapter 3, Chapter 4
- Week 3 – Introductory Speech Night
- Week 4 – Chapter 5, Chapter 6
- Week 5 – Chapter 7, Chapter 8
- Week 6 – Chapter 11, Chapter 9, Chapter 10
- Week 7 – Chapter 12, Chapter 15
- Week 8 – Chapter 13, Chapter 16
- Week 9 – Informative Speech Night
- Week 10 –Chapter 14
- Week 11 –Persuasive (Beliefs and Values) Speech Night
- Week 12 –Review Persuasive Strategies/MMS
- Week 13 –Persuasive (Induce Action) Speech Night
- Week 14 –Last Lecture/Best of 101 Selection/Review/Evaluations
- Week 15 –Best of 101