

**ILLINOIS CENTRAL COLLEGE  
COURSE SYLLABUS**

Instructor: Mrs. Kolls

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**I. DESCRIPTION**

A. Comm. 110/Advanced Speech - 3 Communication: Process & Practice (IAI C2 900)

B. Prerequisite: Passing of Speech class

This course provides the foundations for theoretical understanding about interpersonal communication, intercultural communication, group communication, nonverbal communication, verbal communication, intrapersonal communication, and rhetorical strategies; the course also provides practical application in public speaking and group membership.

C. Credit: Three semester hours

**II. GENERAL EDUCATION GOALS**

The following General Education goals are addressed and/or emphasized in this class:

A. The student is able to read and think critically.

B. The student is able to communicate clearly and effectively.

C. The student has an awareness of his/her own values as well as an understanding of tolerance for other's values.

D. The student has an awareness of/appreciations for his/her own culture as well as other cultures/viewpoints.

E. The student can work collaboratively.

F. The student has the attitudes and skills required to function in a technological society.

G. The student has the intellectual skills needed for continued learning.

H. The student has learned knowledge-building skills.

I. The student has an awareness of world knowledge and the tools necessary to gain information needed to function as a responsible, productive, and ethical member of society.

### III. OBJECTIVES

- A. To become aware of the many ways that verbal and nonverbal communication impacts everyday life experience (1,7,8,9)
- B. To develop an awareness of the relationships and interactions among culture/co-culture and communicators in verbal, nonverbal, and group situations (1,2,3,4,5,8,9)
- C. To develop those verbal and nonverbal expression skills essential for effective communication in both professional and personal life (1,2,7,8,9)
- D. To provide technological and practical experience in public speaking (2, 7)
- E. To provide experience in working with groups of people (1. 6)
- F. To develop a high sense of responsibility as a communicator (both as speaker and listener) (1,2,7,8,9)

### IV. MATERIALS OF INSTRUCTION

Text: Communication Opportunities, 2009 Howell, Kendall Hunt, Dubuque, Iowa.  
1 SD card to be left in the room for speech recordings. SD card should be at least 8 GB  
1 notebook to be left in the room  
1 notebook for notes/ information given in class as well as a folder for papers distributed

### V. METHODS OF PRESENTATION

- A. Lecture
- B. Discussion
- C. Oral presentations
- D. Group work

### VI. METHODS OF ASSESSING STUDENT LEARNING

- A. Speech delivery
- B. Mid-term and final tests
- C. Pre & post chapter test
- D. Quizzes
- E. Reflection papers

### VII. EVALUATION OF STUDENT ACHIEVEMENT

- A. Final examination (written) – 20%
- B. Mid-term examination/quizzes (written) – 20%

C. Scheduled speeches (minimum of 3-there will be more than 3- graded oral presentations\*) – 60%

1. Informative style presentation (five minutes minimum to eight minutes maximum) – The primary purpose of this presentation is to learn to impart information in a compelling fashion. The secondary focus of this presentation is to give the student practical experience in exploring learned organizational skills, and research skills. This assignment can be met by any of the following types of presentations: Speech of self-concept, demonstration speech, goals speech, informative speech, speech of introduction, interview presentation, personal narrative speech, or social issues speech.
2. Persuasive style presentation (five minutes minimum to ten minutes maximum) – The primary purpose of this presentation is to allow the student to become conversant with the manipulative abilities of both logical (logos) and emotional (pathos) argument. The secondary purpose of the assignment is to give the student practical experience in verbal and nonverbal manipulation, research to build credibility (ethos), message organization, and message delivery. This assignment can be met by any of the following types of presentations: Persuasive speech, argumentative speech, sales speech, extemporaneous speech, problem-solution speech, or current events speech.
3. Group Presentation (fifteen minutes minimum to thirty minutes maximum; each group member must speak for a minimum of five minutes) – The primary purpose of this course is to give the student practical experience in working collaboratively with others and learning cooperatively. The secondary purpose is to give the student practical experience in researching, constructing, and delivering a group presentation. This assignment can be met by any of them following types of presentations: Forum presentation, project group presentation, group sales presentation.

\*PowerPoint or some other form of technological audio-visual aid must be used for the presentations.

## VIII. COURSE CONTENT

- A. Foundations of Communication
  1. Aristotle's Essential Tools
  2. The Communication Process and structure
  3. Communication Theories
  4. Communication Anxiety
- B. Intrapersonal/Interpersonal Communication
  1. Self-concept
  2. Self-awareness
  3. Self-disclosure
- C. Communication and Language
  1. Verbal coding system
  2. Nonverbal coding system

3. Cultural impacts

D. Presentation Skills

1. Delivery skills
2. Organizational skills
3. Content skills
4. Research skills
5. Audio-visual skills

E. Communication in Society

1. Communication and Culture
2. Communication and technology
3. Persuasion and propaganda
  - a. Attitudes
  - b. Persuasion Theory
  - c. Emotional manipulation
  - d. Logical manipulation
    - i. Reasoning
    - ii. Fallacies of reasoning