

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

NEW COURSE PROPOSAL

PROGRAM AREA COMMUNICATION

1. Catalog Description of the Course. *[Include the course prefix, number, full title, and units. Provide a course narrative including prerequisites and corequisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of ___ units); time distribution (Lecture ___ hours, laboratory ___ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.]*

COMM 101 PUBLIC SPEAKING (3)

Three hours of lecture per week

Introduction to communication theory and the study of the human communication process with an emphasis on effective public communication. Includes intensive practice in public speaking, reasoning, and critical listening.

GE: A1

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment
Lecture	<u>3</u>	<u>1</u>	<u>25</u>
Seminar	_____	_____	_____
Laboratory	_____	_____	_____
Activity	_____	_____	_____

3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

This is a lower-division general education course.

Learning objectives:

1. define and explain basic communication terms and principles which undergird competent public communication
2. demonstrate knowledge of theory and competence in preparing and presenting informative and persuasive speeches
3. analyze various communication contexts
4. apply communication principles and theory in diverse circumstances and demonstrate effective communication, distinguishing effective from less effective responses
5. find, identify, and effectively use supporting materials in speech and written assignments
6. define and discuss how best to avoid plagiarism
7. participate in class and group processes
8. demonstrate courtesy and respect for classmates

4. Is this a General Education Course **YES** **NO**

If Yes, indicate GE category:

A (English Language, Communication, Critical Thinking)	A1
B (Mathematics & Sciences)	
C (Fine Arts, Literature, Languages & Cultures)	
D (Social Perspectives)	
E (Human Psychological and Physiological Perspectives)	
Upper-Division Interdisciplinary	

5. Course Content in Outline Form. *[Be as brief as possible, but use as much space as necessary]*

Models of communication
Extemporaneous methods
Speech anxiety/communication apprehension
Topic selection and audience analysis
Verbal and nonverbal delivery
Organizing ideas
Critical listening
Informative Speeches
Visual Aids and Technology
Group Communication Processes
Group Presentations
Persuasion

6. **References.** *[Provide 3 - 5 references on which this course is based and/or support it.]*
Pearson, J. C. & P. E. Nelson. An Introduction to Human Communication. McGraw Hill, 1999.
Lucas, Stephen. The Art of Public Speaking. McGraw Hill, 7th edition, 2001.
Grice, George L., John F. Skinner. Mastering Public Speaking Allyn and Bacon, Fourth Edition, 2001.

7. **List Faculty Qualified to Teach This Course.**

Faculty

8. **Frequency.**

a. Projected semesters to be offered: Fall Spring Summer

9. **New Resources Required.**

- Computer (data processing), audio visual, broadcasting needs, other equipment
- Library needs
- Facility/space needs

10. **Consultation.**

Attach consultation sheet from all program areas, Library, and others (if necessary)

11. If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.

___ Renny Christopher
Proposer of Course

1-15-03 _____
Date