	ORIGINAL COURSE IMPLEMENTATION DATE:	September 1993
	REVISED COURSE IMPLEMENTATION DATE:	January 2025
	COURSE TO BE REVIEWED (six years after UEC approval):	May 2030

Course outline form version: 28/10/2022

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: CMNS 235	**Number of Credits:** 3 Course credit policy (105)

Course Full Title: Public Speaking
Course Short Title: Public Speaking

Faculty: Faculty of Humanities	**Department (or program if no department):** School of Communication

Calendar Description:

Students examine and practice the principles and psychology of effective speaking. Specific areas include informal presentations to small groups, formal presentations, meeting management, workshop facilitation using presentation aids, developing the voice, and improving body language.

Note: Instructors require 80% attendance for this course. Regular participation and attendance at meeting speaking dates are required.

Prerequisites (or NONE):	None.
Corequisites (if applicable, or NONE):	None.
Pre/corequisites (if applicable, or NONE):	None.

Antirequisite Courses *(Cannot be taken for additional credit.)*

Former course code/number:

Cross-listed with:

Equivalent course(s):

(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)

Typical Structure of Instructional Hours

Lecture/seminar	10
Tutorials/workshops	35
Total hours	**45**

Scheduled Laboratory Hours

Labs to be scheduled independent of lecture hours: ☒ No ☐ Yes

Course Details

Special Topics course: **No**
  (If yes, the course will be offered under different letter designations representing different topics.)

Directed Study course: **No**
  (See policy 207 for more information.)

Grading System: **Letter grades**

Delivery Mode: **May be offered in multiple delivery modes**

Expected frequency: **Every semester**

Maximum enrolment (for information only)**: 25**

Prior Learning Assessment and Recognition (PLAR)

PLAR is available for this course.

Transfer Credit *(See **bctransferguide.ca**.)*

Transfer credit already exists: **Yes**

Submit outline for (re)articulation: **No**
  (If yes, fill in transfer credit form.)

Department approval	**Date of meeting:**	March 1, 2024
Faculty Council approval	**Date of meeting:**	March 8, 2024
Undergraduate Education Committee (UEC) approval	**Date of meeting:**	May 17, 2024

Learning Outcomes *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

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

1. Perform demographic and psychographic analyses of audiences.
2. Adapt speeches for particular audiences (e.g., incorporate an acknowledgement of Sto:lo territory, adapt to different levels of ability, target different interest groups, etc.).
3. Develop speeches to persuade, inform and/or entertain.
4. Use credibility and emotional engagement to construct clear messaging.
5. Use research and personal experience in speech design.
6. Demonstrate verbal and nonverbal communication strategies (including visual strategies) in speech delivery.
7. Construct speeches using a variety of organizational patterns.
8. Lead public speaking through workshop and meeting management.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Assignments:	95%	Quizzes/tests:	5%		%
	%		%		%

Details:

The following exercises are the minimum required. Instructors may change the order and weighting according to the needs of the class.

Icebreaker speech	5%	Written and oral self and peer evaluations	15%
Informational/expository speech	10%	Written weekly reading response memos/quizzes	5%
Process/demonstration speech	15%	Informal speeches	10%
Persuasive speech	20%	End of semester progress report (written)	5%
Workshop facilitator or meeting chairperson	15%		

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Instructional Methods *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. Open Educational Resources (OER) should be included whenever possible. If more space is required, use the Supplemental Texts and Resource Materials form.)*

	Type	**Author or description**	**Title and publication/access details**	**Year**
1.	Textbook	O'Hair, D., Rubenstein, H., Stewart, R.	A Pocket Guide to Public Speaking	2023
2.	Textbook	Hannah, S, Rothwell, J.D.	Practically Speaking, 1st Canadian edition.	2025
3.				
4.				
5.				

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)*

Course Content and Topics

- The speech communication process for speaker and audience
- Speech anxiety
- Audience-centered speaking
- Selecting and preparing speech topics and materials
- Preparing speech content
- Speaker credibility and support materials
- Elements of argument and logical fallacies
- Balancing rhetorical appeals
- Visual and presentational aids
- Speech organization and transitions
- Speech delivery, including body language and use of space
- Speaking to inform
- Speaking to persuade
- Speaking on special occasions
- Meeting design and meeting management (including chairperson's Stó:lō territory acknowledgement)
- Workshop design and facilitation