



ORIGINAL COURSE IMPLEMENTATION DATE: September 2008
 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 335	Number of Credits: 4 Course credit policy (105)										
Course Full Title: Advanced Public Speaking Course Short Title: Advanced Public Speaking											
Faculty: Faculty of Humanities	Department (or program if no department): School of Communication										
Calendar Description: Students build advanced skills through public delivery of presentations and analysis of landmark and contemporary speeches. Students give presentations, develop workshops, manage meetings, practice rhetorical techniques, and demonstrate leadership skills.											
Prerequisites (or NONE):	One of the following: (45 university-level credits including one of CMNS 235 or CMNS 345) or (EDUC 410, 445, and 490). Note: As of September 2025, prerequisites will change to 45 university-level credits including one of CMNS 235 or CMNS 345.										
Corequisites (if applicable, or NONE):											
Pre/corequisites (if applicable, or NONE):											
Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Equivalent course(s): <i>(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.)</i>	Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See policy 207 for more information.)</i> Grading System: Letter grades Delivery Mode: Face-to-face only Expected frequency: Every other year Maximum enrolment (for information only): 25										
Typical Structure of Instructional Hours <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr> <td style="width: 80%;">Lecture/seminar</td> <td style="width: 20%; text-align: center;">15</td> </tr> <tr> <td>Tutorials/workshops</td> <td style="text-align: center;">45</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td style="text-align: right;">Total hours</td> <td style="text-align: center;">60</td> </tr> </table>	Lecture/seminar	15	Tutorials/workshops	45					Total hours	60	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.
Lecture/seminar	15										
Tutorials/workshops	45										
Total hours	60										
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	Transfer Credit <i>(See bctransferguide.ca.)</i> Transfer credit already exists: No Submit outline for (re)articulation: No <i>(If yes, fill in transfer credit form.)</i>										
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. Design speech scripts, speaking notes, and presentation aids for specialized public speaking contexts.
2. Deliver speeches, presentations, and a workshop/seminar using advanced audience-engagement techniques.
3. Coordinate and deliver a team presentation.
4. Present research-driven ideas and arguments.
5. Lead a meeting, seminar, or panel discussion effectively.
6. Incorporate digital technology creatively in presentation delivery.
7. Present in a public event for a live audience.
8. Demonstrate theoretical grounding in the rhetoric and cultural background of public speaking.

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

Assignments:	100%	%	%
	%	%	%

Details:

Planning and leading a meeting, seminar, or panel discussion	15%
Prepared speeches (such as collaborative, research, and persuasive)	30%
Team presentation of a skill development workshop	15%
Presentation at public speaking event	20%
Rhetorical analysis of a public speech and complementary in-class seminar	20%

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.)*

Guest speakers, including Indigenous storytellers and experts, will be invited when possible.

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	Foss, S. & Foss, K.	Inviting Transformation: Presentational speaking for a changing world	2011
2. Textbook	Longaker, M.G. & Walker, J.	Rhetorical Analysis: A brief guide for writers	2013
3. Indigenous knowledge	Archibald, J. Q'um Q'um Xiiem	Indigenous Storywork: Educating the heart, mind, body, and spirit.	2008
4.			

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

- Designing and delivering workshops for professionals; foundations of rhetoric; how to write a rhetorical analysis and lead a seminar based on it.
- Advanced audio/visual skills for presentations; development of rhetoric from varying styles; principles for effective evaluation (peer and self).
- Presentation of planned speeches; development of rhetoric (modern examples and readings); finding and choosing a public speech for analysis.
- Presentation of planned speeches; developing a persuasive speech to motivate social change; choosing the right forum for a persuasive speech; patterns of organization for persuasion.
- Presentation of planned speeches; handling objections to a persuasive topic; establishing credibility and using evidence ethically in persuasive speeches; analysis of a public speech.
- Presentation of planned speeches; introduction to group work strategies; analysis of a public speech.
- Presentation of planned speeches; group presentation strategies; analysis of a public speech.
- Presentation of planned speeches; engaging with questions in a group presentation; analysis of a public speech.
- Presentation of group speeches; techniques for audience analysis; analysis of a public speech.
- Presentation of group speeches; motivating an audience to produce change; analysis of a public speech.
- Presentation of group speeches; controlling nerves; polishing a speech through vocabulary, rhythm, and tone; analysis of a public speech.
- Public forum speeches (such as through a speaker series on campus).