



BROWARD COLLEGE COURSE OUTLINE

LAST REVIEW: 2010-2011
(i.e. 2006-2007)

NEXT REVIEW: 2015 - 2016
(i.e. 2011-2012)

STATUS: A
(A, I, D)

COURSE TITLE: Introduction to Speech Communication

COMMON COURSE NUMBER: SPC 1024

CREDIT HOURS: 3

CONTACT HOUR BREAKDOWN

(Per 16 week term)

CLOCK HOURS:
(Voc. Course ONLY)

Lecture: **48** Lab:
Clinic: Other:

PREREQUISITE(S): None

COREQUISITE(S): None

PRE/COREQUISITE(S): None

COURSE DESCRIPTION *(750 characters, maximum):* **This course is designed to provide students with the fundamentals of speech communication including speaking and listening. Topics include: intrapersonal, interpersonal, verbal, nonverbal, small group communication and public speaking in various cultural contexts.**

General Education Requirements – Associate of Arts Degree (AA), meets Area(s): Area 1C
General Education Requirements – Associate in Science Degree (AS), meets Area(s): Area
General Education Requirements – Associate in Applied Science Degree (AAS), meets Area(s): Area

UNIT TITLES

- 1. The Communication Process**
- 2. Intrapersonal Communication**
- 3. Listening**
- 4. Nonverbal Communication**
- 5. Verbal Communication**
- 6. Interpersonal Communication**
- 7. Group Processes**
- 8. Speaking to Inform**
- 9. Speaking to Persuade**
- 10. Mass Communication (Optional)**

*** Complete the following only if course is seeking general education status ***

GENERAL EDUCATION Competencies and Skills *:

In the box to the right of the Competency/Skill, enter all specific **student learning outcome** unit numbers, as indicated in the course outline (i.e. 1.1, 2.7, 4.2, 4.0 and 5.12) that apply.

Course must include <u>all</u> of the following:	
1. Read with critical comprehension**	1.0, 5.0, 6.1, 6.2, 6.3, 6.4, 6.6, 6.7, 7.1, 7.2, 7.3, 10.0
2. Write clearly and coherently**	8.5, 9.5
3. Demonstrate literacy as appropriate within a given discipline**	D: 2.1, 4.4, 6.2, 6.3, 6.4, 7.6 A: 7.0, 8.0, 9.0
4. Apply problem solving skills or methods to make informed decisions in a variety of contexts**	7.0, 8.0, 9.0
Course must include at least <u>one</u> of the following:	
5. Differentiate between ethical and unethical behavior	1.6,
6. Demonstrate an understanding of the physical, biological, and social environments and how individual behaviors impact this complex system.	
7. Demonstrate an understanding of and appreciation for human diversities and commonalities.	2.4, 4.4
8. Speak and listen effectively.	3.0, 4.0, 6.5, 6.8, 7.4, 8.0, 9.0

**General Education Competencies and Skills endorsed by 2010-2011 General Education Task Force*

**Required Competencies

1) Read with critical comprehension.

The student will be introduced to the basic texts, concepts, vocabulary, and methods necessary for developing an understanding of the discipline and meeting the required benchmarks as stated in the course outline.

2) Write clearly and coherently.

The student will demonstrate an understanding and mastery of subject matter in a variety of ways, including writing. Writing activities may include both graded and ungraded essays, short answer quizzes, summaries, reactions, journals, and various other reports.

3) Demonstrate and apply literacy across all the disciplines (indicate which ones apply).

- a) **Information literacy** means understanding how to locate needed information, using the appropriate technology for the task, managing and evaluating the extracted information and using it effectively and ethically.
- b) **Technology literacy** is the ability to responsibly and effectively use appropriate technology to access, manage, integrate, or create information, and/or use technology to accomplish a given task.
- c) **Workplace literacy** is having the appropriate knowledge and skills to communicate and work with others effectively and perform job duties, whether it is through the use of computers and/or other technology.
- d) **Cultural literacy** is recognizing, understanding, and appreciating the similarities and differences between one's own culture and the cultures of others through a study of the arts, customs, beliefs, values, and history that define a culture.
- e) **Quantitative literacy** is having the ability to formulate, solve and interpret mathematical/statistical operations and graphical/tabular representations to make informed decisions.
- f) **Scientific literacy** means understanding the methodology and application of the scientific process, the physical and biological worlds, and recognizing that scientific knowledge is continuously updated or revised as new information is discovered.

4. Apply problem-solving skills or methods to make informed decisions in a variety of contexts.

The student will use acquired skills or methods to recognize, analyze, adapt, and apply critical thinking to solve problems and make informed decisions.

EVALUATION:

In the box to the right of the Methods of Assessment, enter all specific learning outcome numbers (i.e. 1.1, 2.7, 4.0, 4.2 and 5.12) that apply.

1. Portfolio	
2. Short essays	1.0, 2.0, 5.0, 6.1, 6.2, 6.3, 6.4, 6.6, 6.7, 10.0
3. Research Papers	
4. Group projects	7.0
5. Discussions (In class and online)	1.0, 2.0, 5.0, 6.1, 6.2, 6.3, 6.4, 6.6, 6.7, 10.0
6. Multiple Choice tests	1.0, 2.0, 5.0, 6.1, 6.2, 6.3, 6.4, 6.6, 6.7, 10.0
7. Presentations	7.0, 8.0, 9.0
8. Service Learning Projects	7.0
9. Quizzes (pop, announced, etc.)	1.0, 2.0, 5.0, 6.1, 6.2, 6.3, 6.4, 6.6, 6.7, 10.0
10. Take-home tests	1.0, 2.0, 5.0, 6.1, 6.2, 6.3, 6.4, 6.6, 6.7, 10.0
11. Summaries, critiques, and analyses	3.5, 3.6
12. Reaction papers	3.5, 3.6
13. Surveys	
14. Performance	6.8, 7.0, 8.0, 9.0
15. Short answer tests	1.0, 2.0, 5.0, 6.1, 6.2, 6.3, 6.4, 6.6, 6.7, 10.0
16. Classroom debates and colloquia	7.0
17. Blogs, wikis, web pages	
18. Outlines	8.5, 9.5

Common Course Number: SPC 1024

UNITS

Unit 1 The Communication Process

General Outcome:

- 1.0 The student shall: gain an understanding of the elements involved in the communication process.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

Based on assigned readings:

- 1.1 Identify and explain the major elements in communication.**
- 1.2 Compare types of communication situations (intrapersonal, interpersonal, small group, public speaking).**
- 1.3 Differentiate purposes for oral communication (informative, persuasive, special occasion).**
- 1.4 Assess the effects of attitude, values, cultural experiences and emotion on perception.**
- 1.5 Contrast differences between intended and perceived messages.**
- 1.6 Explain the ethical responsibilities of communicators.**

Common Course Number: SPC 1024

Unit 2 Intrapersonal Communication

General Outcome:

- 2.0 The student shall: gain an understanding of the internal processes involved in creating and receiving messages.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

Based on assigned readings:

- 2.1 Explain factors involved in the internal communication process (e.g.: age, gender, race, ethnicity, education, etc.)**
- 2.2 Assess personal self-concept development and maintenance.**
- 2.3 Examine various reasoning processes and thinking errors (fallacies.)**
- 2.4 Evaluate the impact of past experience and cultural contexts on individual perception.**

Common Course Number: SPC 1024

Unit 3 Listening

General Outcome:

- 3.0 The student shall: gain an understanding of the importance of and problems involved in effective listening.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 3.1 Determine purposes of listening (discriminative, comprehensive, empathic, analytical)**
- 3.2 Evaluate some specific barriers that inhibit listening and strategies to overcome them.**
- 3.3 Demonstrate knowledge of methods for improving listening comprehension.**
- 3.4 Explain the factors involved in active, empathic, evaluative, and critical listening.**
- 3.5 Listen to and critique informative speeches.**
- 3.6 Listen to and critique persuasive speeches.**

Common Course Number: SPC 1024

Unit 4 Nonverbal Communication

General Outcome:

- 4.0 The student shall: gain an understanding of the types of nonverbal communication and its different interpretations in various cultural contexts.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 4.1 Give examples of various nonverbal communication carriers.**
- 4.2 Summarize the functions of nonverbal communication.**
- 4.3 Differentiate the relationships between verbal and nonverbal communication.**
- 4.4 Explain the ways in which nonverbal communication both solidifies and differentiates cultures.**

Common Course Number: SPC 1024

Unit 5 Verbal Communication

General Outcome:

- 5.0 The student shall: gain an understanding of the various aspects of verbal communication and how a culture uses language to define itself.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

Based on assigned readings:

- 5.1 Explain the cognitive process of encoding and decoding language.**
- 5.2 Explain the connotative and denotative uses of language.**
- 5.3 Differentiate among levels of abstraction.**
- 5.4 Assess the ethical usages of language appropriate to the receiver.**
- 5.5 Evaluate the uniqueness of a language through analysis of vocabulary, idiomatic expressions, dialect, and pronunciation.**

Common Course Number: SPC 1024

Unit 6 Interpersonal Communication

General Outcome:

- 6.0 The student shall: gain an understanding of and experience in utilizing the factors associated with successful interpersonal relationships.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 6.1 Identify and explain the elements of interpersonal communication based on assigned readings.**
- 6.2 Assess the effects of trust, openness, spontaneity, and defensiveness on communication based on assigned readings. Recognize how these elements vary from culture to culture.**
- 6.3 Explain the effects of roles, norms and status, and cultural differences on relationships based on assigned readings.**
- 6.4 Recognize and explain factors promoting interpersonal attractiveness and recognize cultural differences based on assigned readings.**
- 6.5 Categorize factors related to effective communications at work and at home.**
- 6.6 Choose methods which facilitate conflict resolution based on theories in assigned readings.**
- 6.7 Apply effective uses of feedback.**
- 6.8 Perform in class assignments/exercises demonstrating specific principles in human relations.**

Common Course Number: SPC 1024

Unit 7 Small Group Communication

General Outcome:

7.0 The student shall: understand group processes and leadership formation.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

7.1 Explain the factors responsible for group attractiveness and effectiveness based on assigned readings.

7.2 Categorize factors of the group decision-making process based on assigned readings.

7.3 Understand leadership development roles based on theories in the assigned readings.

7.4 Effectively participate in a group task.

7.5 Evaluate the role of groups in various cultural settings.

7.6 Interpret how a participant's cultural background may affect participation and leadership.

Common Course Number: SPC 1024

Unit 8 Speaking to Inform

General Outcome:

8.0 The student shall: deliver an effective informative speech.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 8.1 Choose a topic that increases audience understanding.**
- 8.2 Organize materials in a way to not show bias toward the subject.**
- 8.3 Choose neutral vocabulary that is appropriate to the audience and speech purpose.**
- 8.4 Choose supporting materials from research sources that meet the test of recency, validity, and credibility.**
- 8.5 Create a written outline and bibliography that conform to assigned standard format.**
- 8.6 Employ the impact of source credibility (character, knowledge, and dynamism.)**
- 8.7 Use oral citations to document use of outside sources.**

Common Course Number: SPC 1024

Unit 9 Speaking to Persuade

General Outcome:

1.0 The student shall: deliver an effective persuasive speech.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 9.1 Choose a topic that seeks to change or reinforce the audience's attitudes, values, beliefs, or behavior.**
- 9.2 Choose supporting materials from research sources that meet the test of recency, validity, and credibility.**
- 9.3 Organize materials to achieve persuasive purpose.**
- 9.4 Employ the impact of source credibility (character, knowledge, and dynamism.)**
- 9.5 Create a written outline and bibliography that conform to assigned standard format.**
- 9.6 Relate audience attitude change to its hierarchy of needs.**
- 9.7 Utilize contemporary theories of attitude change.**
- 9.8 Use oral citations to document use of outside sources.**

Common Course Number: SPC 1024

Unit 10 Mass Communication (Optional)

General Outcome:

- 1.0 The student shall: gain an understanding of the purposes and techniques used in mass communication and advertising.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

Based on the assigned readings:

- 10.1 Explain the major processes and effects of mass communication.**
- 10.2 Explain how information is diffused throughout various cultures.**
- 10.3 Understand how new technology enhances information diffusion in and across world cultures.**