



## Background

- This CCN Course Template was developed by communication studies discipline faculty representatives from the California Community Colleges, California State University and University of California segments during June and July 2024 using the C-ID COMM 110 descriptor as a starting point.
- Development of the CCN Course Template was facilitated by ASCCC with advisory input from segment articulation officers and transfer experts.
- Approved and Submitted to the Chancellor's Office: August 15, 2024
- Template was modified by CCN in late September. Content was not altered.

## Phase I CCN TEMPLATE

<b>Subject:</b> Communication Studies	<b>Subject Code:</b> COMM
<b>Proposed Course Number</b> (Identical): C1000	
<b>Proposed Course Specialty Identifier</b> (if applicable):	
<b>Course Title</b> (Identical): Introduction to Public Speaking	
<b>Catalog/Course Description</b> (Identical):  <b>Part 1:</b> (Identical and Required):  In this course, students learn and apply foundational rhetorical theories and techniques of public speaking in a multicultural democratic society. Students discover, develop, and critically analyze ideas in public discourse through research, reasoning, organization, composition, delivery to a live	



audience and evaluation of various types of speeches, including informative and persuasive speeches.

**Part 2:** *(Optional Expanded Description, Local College Discretion):*

*This will be submitted to the Chancellor's Office Curriculum Inventory with further instructions to come.*

**Cal-GETC**

- Yes
- No

**Cal-GETC Area**

Area 1C Recommended

**Major Preparation:**

- Yes
- No

**List Possible Relevant Majors**

- This is not a binding requirement; this is a placeholder for Phase II and may include TMC/ADT in the future.

**UCTCA:**

- Yes
- No

**Minimum Unit Threshold | Semester 3.0**

Unit amounts must adhere to the established threshold minimum.

Units for this course may be any combination of lecture/lab to meet student needs.

*Any Rationale or Comment:*

**Prerequisites** (Identical):

**Co-Requisites** (Identical):

**Other Limitations on Enrollment** (Determined locally):



**Advisories/Recommended Preparation** (Determined locally):

**Course Content:**

**Part 1:** Required Topics (Identical):

1. Foundational rhetorical theories, including the canons of rhetoric and Aristotelian proofs, as well as relevant principles of human communication.
2. Critical analysis of historical and contemporary public discourse.
3. Ethical communication practices as senders and receivers.
4. Effective listening and principles of constructive feedback.
5. Rhetorical sensitivity to diverse audiences.
6. Adaptation to audiences, rhetorical situations, and purposes.
7. Types of speeches (for example, speeches to inform, persuade, entertain).
8. Outline and compose effective speeches based on purpose and appropriate subject matter, topic, thesis, and organizational patterns.
9. Research strategies for locating and critically evaluating ideas and information from primary and secondary sources.
10. Use of credible evidence and sound reasoning to support a variety of claims, including appropriate written and oral citations.
11. Effective practice and delivery skills using various modes of delivery.
12. Effective verbal and nonverbal practices while delivering a speech.
13. Techniques for managing communication apprehension.
14. Delivery of a variety of student-composed speeches, including Informative and Persuasive speeches.

**Part 2:** *Optional Expanded or Additional Topics (optional):*

*This will be submitted to the Chancellor's Office Curriculum Inventory with further instructions to come.*

**Laboratory Activities:** (if applicable)



**Course Objectives** (Identical and Required):

**Part 1:** Objectives/Outcomes (Identical and Required):

*At the conclusion of this course, the student should be able to* (Identical and Required):

1. Apply rhetorical theories to create and analyze public speeches in a variety of contexts including historical and/or contemporary.
2. Formulate and implement effective research strategies to gather information and ideas from primary and secondary sources, evaluating them for credibility, accuracy, and relevancy.
3. Employ sound reasoning and construct compelling arguments in support of a guiding thesis and organizational pattern appropriate for the audience, occasion, and purpose
4. Demonstrate rhetorical sensitivity to diversity, equity, inclusion, accessibility, and belonging and adhere to ethical communication practices which include truthfulness, accuracy, honesty, and reason.
5. Compose and deliver a variety of speeches, including Informative and Persuasive speeches, to a live audience (one to many) using effective delivery practices.
6. Employ effective listening practices.

**Part 2:** *Optional objectives/outcomes:*

*This will be submitted to the Chancellor's Office Curriculum Inventory with further instructions to come.*

**Part 2:** *After this course, the student should be able to (Optional):*

*This will be submitted to the Chancellor's Office Curriculum Inventory with further instructions to come.*

**Methods of Evaluation:**

**Part 1:** A minimum of three faculty-supervised, faculty-evaluated, oral presentations in front of a live audience (one to many), including an Informative speech of at least five minutes and a Persuasive speech of at least six minutes in length; speech outlines and works cited/references; critiques of speeches. **Additional methods of evaluation are at the discretion of local faculty.**



**Part 2:** *List Methods of Evaluation (Optional):*

*This will be submitted to the Chancellor's Office Curriculum Inventory with further instructions to come.*

**Representative Texts, Manuals, and/or OER that is equivalent, Other Support Materials:**

**Part 1:** Texts used by individual institutions and instructors may vary based on local college practice.

Barton and Tucker. Exploring Public Speaking. (Latest edition). LibreTexts. (OER)

Mapes, M. Speak Out, Call In: Public Speaking as Advocacy. LibreTexts. (OER)

Cunill, M. Fundamentals of Public Speaking. (Latest Edition). LumenLearning (OER)

Floyd, K. Public Speaking Matters. (Latest edition.) McGraw-Hill.

Lucas, S. The Art of Public Speaking. (Latest edition.) McGraw-Hill.

German, K. Principles of Public Speaking. (Latest edition.) Routledge.

**Part 2:** *List Sample Textbooks, Manuals, or Other Support Materials (optional):*

*This will be submitted to the Chancellor's Office Curriculum Inventory with further instructions to come.*



California  
Community  
Colleges

**PHASE 1 CCN TEMPLATE**

Developed by CCN Workgroup,  
based on CCN Task Force recommendations  
Date: 9-27-2024

	<p><b>Date Approved:</b> August 15, 2024, following ASCCC facilitation of template development process, including engagement of faculty discipline representatives from California Community Colleges, CSU, UC and independent colleges and universities and advisory input from segment articulation officers and transfer experts.</p>
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