Bemidji State University

COMM 4100: Advanced Public Presentation

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *
Prerequisites: None
Corequisites: None
MnTC Goals: None

The advanced course in public presentation provides students with an opportunity to enhance understanding and application of public speaking techniques, theories, and perspectives. Additionally, the primary goal of this class is to improve practical communication skills through in-class activities and ongoing assignments. Advanced Public Speaking will help students gain experience in formal speaking situations. Prerequisite: COMM 1100 or instructor consent.

B. COURSE EFFECTIVE DATES: 01/09/2022 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. A Brief Overview of Rhetoric and Public Address
2. 5 Canons: Invention, Memory, Style, Arrangement, Delivery
3. ACM: The Audience Centered Model of Communication Processes
4. Listening and Perception
5. Audience Analysis
6. Inventio: Structuring the Presentation
7. Research and Support
8. Language and Style
9. Delivery and Execution
10. Speaking to Inform
11. Principles of Persuasive Speaking
12. Speaking for Special Occasions
13. Speaking in Small Groups

D. LEARNING OUTCOMES (General)

1. explain effective (and ineffective) public speaking practices in a variety of contexts.
2. identify personal weaknesses in public speaking.
3. develop strategies to improve specific public speaking skills.
4. demonstrate effective (appropriate + strategic) oral and written communication practices in a variety of settings.
5. analyze presentations for their strengths and weaknesses.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None
F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted