



Basic Course Information

Semester:	Fall 2022	Instructor Name:	Dr. Melani Guinn
Course Title & #:	COMM 100	Email:	melani.guinn@imperial.edu
CRNs:	10497 & 10499	Office Hours: (Pronto & email)	Tuesdays & Thursdays 2:30-3:30 Wednesdays & Fridays 1:00 – 2:00 p.m.
Class Dates:	8/15/22 – 12/10/22		
Units:	3		
Class Format:	asynchronous online		

Course Description

Training in the fundamental processes involved in oral communication with emphasis on organizing material, outlining, constructing, and delivering various forms of speeches

Student Learning Outcomes

Upon completion of this course, the student will be able to:

1. prepare and present a visual aid that illustrates a specific point;
2. use statistics, quotations, definitions and detailed illustrations as supporting materials;
3. identify the components of the nonverbal delivery process, which include eye contact, rate/pause, appearance.

Course Objectives

Upon satisfactory completion of the course, students will be able to:

1. define, explain and apply the principles of oral communication;
2. incorporate and demonstrate ethical practices in all phases of speech preparation;
3. acquire, organize, interpret and utilize research materials;
4. analyze and adapt a speech topic to a variety of diverse audiences;
5. develop a clear, cohesive thesis and create a concise speech outline;
6. compose, organize and present to a live audience relevant speeches to introduce, inform and persuade;
7. demonstrate the characteristics of effective delivery;
8. support speech context through utilizing effective visual aids;
9. analyze and evaluate live or recorded speeches;
10. demonstrate active listening skills;
11. recognize the elements of and demonstrate effective techniques for reducing communication apprehension.

Textbooks & Other Resources or Links

Textbooks provided on Canvas at no charge to student.



Course Requirements and Instructional Methods

Lecture, discussions, group work, speeches, critiques of speeches, quizzes

Course Grading Based on Course Objectives

Speech Assignments	70%
Discussions, quizzes, and other preparatory projects	30%

Course Policies

You must turn in Module 0 assignments during the first week of the semester on Canvas in order to demonstrate attendance. If you do not complete Module 0 by the end of the first week, you will be dropped from the course.

Ongoing attendance: Because this is a public speaking course, speech assignments (via videos) are weighted more heavily than quizzes, discussions, and other preparatory exercises. If you neglect to submit speech assignments for two weeks or more, you will be dropped from the course.

All other policies are described in detail on Canvas.

IVC Student Resources

IVC wants you to be successful in all aspects of your education. For help, resources, services, and an explanation of policies, visit <http://www.imperial.edu/studentresources> or click the heart icon in Canvas.

Anticipated Class Schedule/Calendar

Week	Activity and/or Topic
1	Syllabus & Introduction
2	Vocal Delivery
3	Visual Delivery
4	Audience
5	Crafting Powerful Speeches
6	Organization
7	Introductions
8	Conclusions
9	Speech Preparation
10	Persuasion - <i>Ethos, Pathos</i> and <i>Logos</i>
11	Persuasion in Advertising
12	Group Presentation
13	<i>Logos</i> – Building Arguments
14	Practicing Visual Aids
15	Presentations
16	FINAL

Subject to change without prior notice