



IMPERIAL VALLEY COLLEGE

## Basic Course Information

|                              |                         |   |   |
|------------------------------|-------------------------|---|---|
| <b>Semester:</b>             | Fall 2023               | <b>Instructor Name:</b>                       | Dr. Melani Guinn  |
| <b>Course Title &amp; #:</b> | COMM 100                | <b>Email:</b>                                 | melani.guinn@imperial.edu   |
| <b>CRNs:</b>                 | 10495,10496,10497,10499 | <b>Office Hours:<br/>(Pronto &amp; email)</b> | Tuesdays & Thursdays 2:30-3:30<br>Wednesdays & Fridays 1:00 – 2:00 p.m. |
| <b>Class Dates:</b>          | 8/14/23 – 12/9/23       |   |   |
| <b>Units:</b>                | 3                       |   |   |
| <b>Class Format:</b>         | 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

Textbook provided inside Canvas modules 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                                   | 75% |
| Discussions, quizzes, and other preparatory projects | 25% |

## 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 in Module 0.

## Academic Honesty

IVC values critical thinking and communication skills and considers academic integrity essential to learning. Using AI tools as a replacement for your own thinking, writing, or quantitative reasoning goes against both our mission and academic honesty policy and will be considered academic dishonesty, or plagiarism unless you have been instructed to do so by your instructor. In case of any uncertainty regarding the ethical use of AI tools, students are encouraged to reach out to their instructors for clarification.

## 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  |

\*Please note that schedule is subject to change.