

**Course Description****SPC2601 | Advanced Public Speaking | 3.00 credits**

For students who have had a basic course in speech or previous experience in public speaking. The course provides participation in such areas as contest, community and on-campus speaking, and speech criticism. Students receive instruction in audience analysis and rhetorical principles and strategies. Prerequisite: SPC2608.

**Competency 1:** The student will apply advanced rhetorical principles and strategies in public speaking by:

1. Utilizing rhetorical devices, such as ethos, pathos, and logos, to persuade and engage audiences during speeches and presentations effectively
2. Employing advanced techniques of organization and structure, such as incorporating attention-grabbing introductions, clear transitions, and impactful conclusions, to enhance the coherence and impact of speeches
3. Applying advanced rhetorical strategies, such as repetition, analogy, and storytelling, to effectively convey messages and captivate audiences during public speaking engagements

**Competency 2:** The student will analyze and adapt to diverse audience characteristics and preferences by:

1. Conducting thorough audience analysis, including demographic research, cultural considerations, and psychographic factors, to understand the characteristics and preferences of different audience groups
2. Adapting speech content, language, and delivery style to effectively connect with diverse audiences, ensuring that speeches are relatable, engaging, and culturally sensitive
3. Utilizing effective communication strategies, such as active listening and nonverbal cues, to gauge audience reactions and adjust speech delivery in real time to maintain audience engagement and interest

**Competency 3:** The student will evaluate and provide constructive criticism for speeches and presentations by:

1. Developing criteria for evaluating speeches and presentations, considering content, organization, delivery, and overall impact on the audience
2. Providing constructive feedback that is specific, actionable, and supportive, highlighting strengths and areas for improvement in speech content, delivery techniques, and overall effectiveness
3. Demonstrating effective communication skills in delivering feedback, using appropriate language, tone, and nonverbal cues to ensure that constructive criticism is well-received and promotes growth and improvement in public speaking skills

**Competency 4:** The student will engage in advanced public speaking activities by:

1. Participating in advanced speech contests, such as impromptu speaking competitions or persuasive speech competitions, to challenge and enhance public speaking skills
2. Taking part in community speaking engagements, such as delivering speeches at local events or organizations, to gain practical experience adapting speeches to diverse audiences and speaking contexts
3. Engaging in on-campus speaking opportunities, such as presenting to student organizations or speaking in academic settings, to showcase advanced public speaking skills and gain confidence in professional speaking environments

**Learning Outcomes:**

- Communicate effectively using listening, speaking, reading, and writing skills
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate an appreciation for aesthetics and creative activities