

**Common Course Outline**  
**CMNS 203**  
**Advanced Public Speaking**  
**3 Credits**

**Community College of Baltimore County**

**Description**

**CMNS 203 - Advanced Public Speaking** develops student competence in skills for designing, delivering, and assessing the effectiveness of their own and others' public communication. The course emphasizes historical and current perspectives of rhetorical thinking and speaking, including audience analysis and emotional appeal, logic and reasoning, organization, research, ethical intent and credibility, and critical analysis of public discourse. Students develop professional delivery skills for a variety of public communication contexts.

**3 Credits**

**Prerequisites:** CMNS 101 and ENGL 101

**Overall Course Objectives**

Upon successful completion of this course, students will be able to:

1. develop a definition of rhetoric;
2. distinguish between major historical approaches to rhetoric;
3. integrate content and language into messages that demonstrate consideration of diverse audience characteristics;
4. evaluate ethical intent of messages;
5. integrate credibility-building techniques that affect a speaker's influence on an audience (ethos);
6. integrate techniques for making appropriate emotional appeals in public presentation (pathos);
7. create effective reasoning patterns, avoiding fallacies (logos);
8. demonstrate use of reliable evidence to support messages;
9. create logical arguments through use of argumentation models;
10. incorporate a variety of evidence types in support of ideas;
11. analyze research sources for effective use in public messages;
12. demonstrate effective design and use of technology in public presentations;
13. demonstrate competent use of professional vocal and physical delivery techniques in public presentations; and
14. evaluate the style (language), content, and delivery of his/her own public communication and that of others.

## **Major Topics**

- I. Definition of Rhetoric
- II. Contexts of Public Discourse
- III. Genres of Public Communication
- IV. Historical Perspectives of Rhetoric
- V. Audience Analysis: Diversity & Demographics
- VI. Aristotle's Five Canons of Rhetoric
  - A. Invention: Developing Content, Researching Appropriate Sources
  - B. Arrangement: Organizing in Logical Patterns
  - C. Style: Using Impactful Language
  - D. Memory: Developing Means to Remember Speech Content
  - E. Delivery: Developing Effective Vocal and Physical Skills
- VII. Construction of Arguments and Refutation
- VIII. Credible Research and Evidence
- IX. Ethos: Affecting an Audience Through Character (Ethics and Credibility)
- X. Pathos: Affecting an Audience Through Emotional Appeal
- XI. Logos: Affecting an Audience Through Logic and Reasoning
- XII. Technology:
  - A. Public Discourse and the Media
  - B. Effective Design and Use of Presentational Aids
- XIII. Rhetorical Analysis: Critical Thinking
- XIV. Debate: Format and Performance

## **Course Requirements**

Grading procedures will be determined by individual faculty members but will include the following:

### **Grading/Exams:**

- minimum of 2 written tests
- minimum of 4 presentations with outlines: at least 2 must be persuasive and at least 2 must include appropriate academic research sources
- a minimum of 1 speech critique of at least 500 words
- a minimum of 1 research paper of at least 1000 words

### **Written Assignments:**

Students are required to use appropriate academic resources

## **Other Course Information**

This course is an elective for the Communication and Media Studies Area of Concentration.