**Course Department and Number**  Speech 4  
**Program**  Speech Communication  
**Date:** 03/05/96

<table>
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<tr>
<th>Catalog Description:</th>
<th>[ ] existing</th>
<th>[ ] clarified</th>
<th>[X] revised</th>
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<td>Prerequisite:</td>
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<td>Advisory:</td>
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3 unit(s) 3 lecture hour(s) 0 laboratory hour(s) 0 number of repeats (maximum = 3)  
credit/no credit only

**Prerequisite:** None  
**Corequisite:** None  
**Advisory:** Eligibility for English A, 53, or 54D recommended  
**Description:** Practice of advanced public speaking and persuasive speech from the perspective of both persuader and audience. Theories of influence, advocacy, and reasoning.

**Entry Level Skills:**  
Upon entering the course, the student should be able to:  
1. Read and understand college level material.  
2. Relate and apply textbook information to classroom activities and assignments.  
3. Organize ideas.  
4. Write a coherent essay.

**Requested Credit Classification (Applicant)**  
[X] Degree Applicable  [ ] Noncredit  
[ ] Non-Degree Applicable  [ ] Revised  
[ ] Course contains an international component.
Expected Outcomes/Objectives:

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

1. demonstrate an understanding of the theories and principles of persuasion.
2. identify persuasive appeals.
3. recognize logical fallacies of reasoning.
4. recognize audiences and adapt the speech to the audience.
5. develop a personal style of delivery.

Texts, Other Readings, and Materials:

Text(s) - The instructor will select a current edition of a standard text written for this class and published by a reputable house. Example:


[X] Primarily College Level

[ ] Primarily not College Level

Faculty Determined

(How Determined)

Assignments:

6 hours per week (or equivalent)

[ ] Permissible exceptions to the common interpretation as stated are as follows: (AR.7200): (1) (2) (3) (4) (circle one)

List types:

The student will:

1. read and assimilate textbook information.
2. participate in the evaluation of persuasive messages.
3. take at least three exams and/or submit written speeches based on the text and lecture material.
4. write reports of library and field research.

[X] Class participation and assignments require and develop critical thinking (see Expected Outcomes/Objectives). Describe how:

Critical thinking is developed by:

1. reading and analyzing the textbook.
2. synthesizing lecture material to classroom assignments
3. applying theoretical concepts to oral presentations.
4. evaluating persuasive messages and reasoning.
5. analyzing audience strategies.
[X] Primarily College Level

[X] 2 hours of independent work done out of class per each hour of lecture or class work, or 3 hours lab, practicum, or the equivalent, per unit.

[ | Not Primarily College Level

[ | Ratio of amount of work per unit of credit required by curriculum committee for a non-degree credit course is met

Assessment:

Grades will be based upon:

[X] ESSAY*

[ | COMPUTATION*

[ | NON-COMPUTATIONAL PROBLEM-SOLVING*

Examples:

[X] SKILL DEMONSTRATION

Kind: Student speaking skills are demonstrated orally.

[X] MULTIPLE CHOICE

[ | OTHER: Describe

*For degree credit: At least one of the first three boxes above must be checked, and if "essay" is not checked, it must be explained why essays are an inappropriate basis for at least 25% of the grade in the course.
Expanded Description of Content and Methods:

Content:

I. Persuasion Theory
   A. Balance theories
   B. Rank's Model
   C. Stimulus - response theory
   D. Ego - involvement theory
II. Credibility
III. Language
IV. Reasoning and Arguments
V. Audience Analysis
VI. Context of Persuasion
    A. Advertising
    B. Political
    C. Mass
    D. Interpersonal
VII. Ethics of Persuasion

Methods:

I. Lecture/demonstration
II. Video/film illustration
III. Classroom presentations
IV. Field observations of live public speakers