

# Assessing Speech Fundamentals

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# Course Description

Speech Fundamentals emphasizes the fundamentals of organizing and presenting speeches in a variety of styles. Specific attention is paid to each student's use of verbal and nonverbal communication in the transmission of ideas, as well as to the development of creativity, critical insights, and listening skills.

# Core Learning Outcomes

1. Define basic public speaking principles and key terms.
2. Analyze audiences, choose topics, organize speeches, and cite sources.
3. Deliver speeches in a variety of styles using effective verbal and nonverbal behaviors
4. Implement effective strategies to manage public speaking anxiety.

# Course Teaching Guidelines

- The percentage weight of the Outcomes Assessment Instrument should be reduced to 10%
- Performance on speeches should account for the majority of the final grade.
- Research, Outline, and Delivery should compose the basis of instruction.
- Research, Outline, and Delivery should compose the basis of evaluation.

# Research, Outlining, and Delivery

- Research is a standard skill that is incorporated into courses across many disciplines and not particularly specific to public speech.
- Organizing a speech using an outline and delivering a speech, however, require more specialized strategies and terminology.

# Components of Outlining

- Generally, an outline for an informative or persuasive speech takes the following form:
  - Introduction
    - Attention device, topic, importance, speaker credibility, preview of points or arguments
  - Body (points or arguments)
  - Conclusion
    - transition to conclusion, summary of points or arguments, closing statement

# Components of Delivery

- The basic components of evaluation include: Posture, Gesture, Facial Expressions, Eye-Contact, Paralanguage (volume, pitch, tone), Chronemics (time and pace), and Proxemics (movement and use of space).
  - A more complete list featuring operational definitions of each component is included in the accompanying pdf file. Otherwise, visit:  
<http://www.mattsmediaresearch.com/pdfs/OralInterpEvalForm.pdf>

# Dealing with Subjectivity

- Evaluating a public speech presents special difficulties because it doesn't ordinarily yield a document that can be objectively analyzed. To cope with this, it's often a good strategy to involve the class in a collective critique of delivery immediately after the speech is performed. Referring to specifics and citing individual components also helps.



# More Information

For more information on any of these topics  
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