

Clackamas Community College

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Section #1 General Course Information**Department:**Communication Studies**Submitter**

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Course Prefix and Number:COMM - 112**# Credits:**4**Contact hours**

Lecture (# of hours): 44

Lec/lab (# of hours):

Lab (# of hours):

Total course hours: 44

For each credit, the student will be expected to spend, on average, 3 hours per week in combination of in-class and out-of-class activity.

Course Title:Persuasive Speaking**Course Description:**

Persuasive speaking, audience analysis, study of reasoning and the basic theories of persuasion.

Type of Course:Lower Division Collegiate

Is this class challengeable?

Yes

Can this course be repeated for credit in a degree?

No

Is general education certification being sought at this time?

Yes

Check which General Education requirement:**✓ Oral Communication**

Is this course part of an AAS or related certificate of completion?

No

Are there prerequisites to this course?

Yes**Pre-reqs:**Pass RD-090 or placement in RD-115; pass WR-095 or placement in WR-121**Have you consulted with the appropriate chair if the pre-req is in another program?****No**

Are there corequisites to this course?

No

Are there any requirements or recommendations for students taken this course?

No

Are there similar courses existing in other programs or disciplines at CCC?

No

Will this class use library resources?

No

Is there any other potential impact on another department?

No

Does this course belong on the Related Instruction list?

No**GRADING METHOD:**

A-F or Pass/No Pass

Audit:Yes

When do you plan to offer this course?

✓ **Not every term**

✓ **Not every year**

Is this course equivalent to another?

If yes, they must have the same description and outcomes.

No

Will this course appear in the college catalog?

Yes

Will this course appear in the schedule?

Yes

Student Learning Outcomes:

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

1. demonstrate ethical competence in speech preparation and presentation, (SP1) (SP2) (SP3)
 2. research and prepare a persuasive speech that is audience-centered, (SP1) (SP2) (SP3)
 3. demonstrate improved ability to deliver oral messages to both small groups and large groups, (SP1) (SP2) (SP3)
 4. formulate and apply logical proofs in persuasive messages, (SP1)
 5. define and discuss common fallacies of logical reasoning, (SP1)
 6. define and discuss the importance of ethos, pathos, and logos in persuasive messages, (SP1) (SP2) (SP3)
 7. analyze and identify possible attitudes, beliefs, and values of a given audience; (SP1) (SP2) (SP3)
 8. define and discuss the importance of motive appeals in persuasive messages, (SP1) (SP2) (SP3)
 9. define and discuss ethical qualities and practices of both a speaker and a listener, (SP1)
 10. demonstrate the ability to research, analyze, and reason from evidence to reach an effective conclusion or outcome;
 11. integrate credible evidence and sound reasoning in speech preparation and presentation,
 12. demonstrate ability to effectively manage anxiety during speech preparation and presentation.
-

**AAOT/ASOT GENERAL EDUCATION OUTCOMES
COURSE OUTLINE MAPPING CHART**

Mark outcomes addressed by the course:

- Mark "C" if this course completely addresses the outcome. Students who successfully complete this course are likely to have attained this learning outcome.
- Mark "S" if this course substantially addresses the outcome. More than one course is required for the outcome to be completely addressed. Students who successfully complete all of the required courses are likely to have attained this learning outcome.
- Mark "P" if this course partially addresses the outcome. Students will have been exposed to the outcome as part of the class, but the class is not a primary means for attaining the outcome and assessment for general education purposes may not be necessary.

As a result of completing the AAOT/ASOT general education requirements, students will be able to:

WR: Writing Outcomes

1. Read actively, think critically, and write purposefully and capably for academic and, in some cases, professional audiences.
2. Locate, evaluate, and ethically utilize information to communicate effectively.
3. Demonstrate appropriate reasoning in response to complex issues.

SP: Speech/Oral Communication Outcomes

- C** 1. Engage in ethical communication processes that accomplish goals.
- C** 2. Respond to the needs of diverse audiences and contexts.
- C** 3. Build and manage relationships.

MA: Mathematics Outcomes:

1. Use appropriate mathematics to solve problems.
2. Recognize which mathematical concepts are applicable to a scenario, apply appropriate mathematics and technology in its analysis, and then accurately interpret, validate, and communicate the results.

AL: Arts and Letters Outcomes

1. Interpret and engage in the Arts & Letters, making use of the creative process to enrich the quality of life.
- P** 2. Critically analyze values and ethics within range of human experience and expression to engage more fully in local and global issues.

SS: Social Science Outcomes

1. Apply analytical skills to social phenomena in order to understand human behavior.
- P** 2. Apply knowledge and experience to foster personal growth and better appreciate the diverse social world in which we live.

SC: Science or Computer Science Outcomes

1. Gather, comprehend, and communicate scientific and technical information in order to explore ideas, models, and solutions and generate further questions.
2. Apply scientific and technical modes of inquiry, individually, and collaboratively, to critically examine the influence of scientific and technical knowledge on human society and the environment.

3. Assess the strengths and weaknesses of scientific studies and critically examine the influence of scientific and technical knowledge on human society and the environment.

Outcomes Assessment Strategies:

- ✓ **General Examination**
- ✓ **Presentations**
- ✓ **Criteria**
- ✓ **Rubrics**
- ✓ **Performances/Simulation**
- ✓ **Projects**
- ✓ **Writing Assignments**
- ✓ **Multiple Choice Test**
- ✓ **Pre-Post Assessment**

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Major Topic Outline:

1. The communication process.
2. Listening.
3. Inductive reasoning.
4. Deductive reasoning.
5. Aristotle's burdens of proof (ethos, pathos, logos).
6. Attitudes.
7. Beliefs.
8. Values.
9. Maslow's Needs Hierarchy.
10. Monroe's Motivated Sequence.
11. Fallacies of logic.
12. Logical proofs.
13. Research and use of credible library and/or internet sources.
14. Public speaking performance and practice.

Does the content of this class relate to job skills in any of the following areas:

- | | |
|--------------------------------------|-----------|
| 1. Increased energy efficiency | No |
| 2. Produce renewable energy | No |
| 3. Prevent environmental degradation | No |
| 4. Clean up natural environment | No |
| 5. Supports green services | No |

Percent of course:0%

Section #2 Course Transferability

Concern over students taking many courses that do not have a high transfer value has led to increasing attention to the transferability of LDC courses. The state currently requires us to certify that at least one OUS school will accept a new LDC course in transfer. Faculty should communicate with colleagues at one or more OUS schools to ascertain how the course will transfer by answering these questions.

1. Is there an equivalent lower division course at the University?
2. Will a department accept the course for its major or minor requirements?
3. Will the course be accepted as part of the University's distribution requirements?

If a course transfers as an elective only, it may still be accepted or approved as an LDC course, depending on the nature of the course, though it will likely not be eligible for Gen Ed status.

Which OUS schools will the course transfer to? (Check all that apply)

- ✓ OIT (Oregon Institute of Technology)
- ✓ OSU (Oregon State University)
- ✓ OSU-Cascade
- ✓ PSU (Portland State University)
- ✓ SOU (Southern Oregon University)
- ✓ UO (University of Oregon)

Identify comparable course(s) at OUS school(s)

Comm-114 Persuasion and Argumentation

How does it transfer? (Check all that apply)

- ✓ general elective

:

Provide evidence of transferability: (minimum one, more preferred)

- ✓ Other. Please explain.

Verified on colleges' website information about transferability.

First term to be offered:

Specify term: 2014/15
