

Module Planning Document

OER Pilot

**Course Name: Introduction to Effective Oral
Communication SC 230 ON**

**Course Description: A study of the
fundamentals of Oral Communication through
theory and practice for the purposes of
organizing and delivering effective oral
messages in a variety of settings. Particular
attention will be given to pronunciation,
articulation, and diction.**

Instructor Name: Dr. Kekeli Nuviadenu

Course Organization/Structure

Structure Type (Module, Week, Unit, Chapter, Topic, etc.)	Number	Topic(s) Covered	Module Name (Combines 1+2 & Summarize 3)
Module	1	<ul style="list-style-type: none"> • The advantages of rubrics • Categories of rubrics 	Module 1 – The ABCs of Rubric Assessment
Module Week 1	1	<ul style="list-style-type: none"> • Orientation, • Course Agreements 	Orientation, Course Agreements, & Communication Process
Module Week 2	1	<ul style="list-style-type: none"> • Communication Process 	Orientation, Course Agreements, & Communication Process
Module Week 3	2	<ul style="list-style-type: none"> • Origins of Public Speaking 	Origins of Public Speaking, Ethics, & Effective Listening
Module Week 4	2	<ul style="list-style-type: none"> • Ethics • Effective Listening 	Origins of Public Speaking, Ethics, & Effective Listening
Module Week 5	3	<ul style="list-style-type: none"> • Audience Analysis • Critical Thinking & Reasoning 	Audience Analysis, Critical Thinking & Reasoning, Supporting Your Ideas, Organizing & Outlining
Module Week 6	3	<ul style="list-style-type: none"> • Supporting Your Ideas • Organizing & Outlining 	Audience Analysis, Critical Thinking & Reasoning, Supporting Your Ideas, Organizing & Outlining
Module Week 7	4	<ul style="list-style-type: none"> • Introductions • Conclusions 	Introductions, Conclusions, & Informative Speaking
Module Week 8	4	<ul style="list-style-type: none"> • Informative Speaking 	Introductions, Conclusions, & Informative Speaking
Module	5	<ul style="list-style-type: none"> • Language & Style 	Language, Style &

Week 9			Delivering Speeches
Module Week 10	5	<ul style="list-style-type: none"> • Delivering Speeches 	Language, Style & Delivering Speeches
Module Week 11	6	<ul style="list-style-type: none"> • Presentation Aids 	Presentation Aids & Persuasive Speaking
Module Week 12	6	<ul style="list-style-type: none"> • Persuasive Speaking 	Presentation Aids & Persuasive Speaking
Module Week 13	7	<ul style="list-style-type: none"> • Persuasive Strategies 	Persuasive Strategies & Special Occasion Speaking
Module Week 14	7	<ul style="list-style-type: none"> • Special Occasion Speaking 	Persuasive Strategies & Special Occasion Speaking
Module Week 15	8	<ul style="list-style-type: none"> • Speaking in Group 	Speaking in Group & Final Group Speeches
Module Week 16	8	<ul style="list-style-type: none"> • Final Group Speeches 	Speaking in Group & Final Group Speeches

Course Student Learning Objectives

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

1. Explain the communication process and barriers that inhibit effective communication; in verbal communication and online quiz at 70% accuracy level; (PSLO 6).
2. Discuss the importance of ethics, listening, audience analysis, and critical thinking in public speaking; in verbal communication and essay writing at 70% accuracy level; (PSLO 1, 2, 5).
3. Explain what items of information a researcher can apply as supporting material for a speech; in verbal communication and online quiz at 70% accuracy level; (PSLO 4).
4. Describe why speakers sometimes feel nervous about speaking in public; in verbal communication and online quiz at 70% accuracy level; (PSLO 4).
5. List and describe five patterns for organizing the main ideas of a speech; in verbal communication and online quiz at 70% accuracy level; (PSLO 4).
6. Critically analyze and evaluate speakers during communication interactions; in verbal communication and essay writing at 70% accuracy level; (PSLO 5, 7, 8).
7. Discuss why introductions and conclusions are important to the overall success of a speech; in verbal communication and presentation at 70% accuracy level; (PSLO 4).
8. Explain guidelines and demonstrate standard speech outline form and effective delivery; in written and presentation at 70% accuracy level; (PSLO 4).
9. Explain differences between informative and persuasive speech; in verbal communication and presentation at 70% accuracy level; (PSLO 4).
10. Develop and use presentation aids to help communicate effectively to an audience; in presentation at 70% accuracy level. (PSLO 6).

How to use the Course Module/Unit Planning Document?

For your each of your course modules/units complete the module planning sheet.

ENTER MODULE/UNIT #: ENTER MODULE OR UNIT NAME

Enter the Module/Unit Date Range:

Under this heading, you will enter the date range for the unit.

Enter Module/Unit Introduction:

Under this heading, you will enter an introduction to the module/unit/topic. The goal here is to hook the learner.

Enter Module/Unit Objectives:

Enter the module/unit level objectives here. What will learners be able to do after completing this module?

Enter Course Level Objectives Addressed:

What course-level learning objectives are addressed in this Module/Unit? Think ALIGNMENT!

Enter the Module Assessments:

How will learners be assessed? How will learners demonstrate mastery? What assignments will they complete?

Enter Instructional Materials:

How will you deliver course materials?

Enter the Learning Activities:

What type of interactions are used in this module/unit? What will the learner do?

Enter Course Tools used in Module:

What types of course tools and technologies are being used in the module?

MODULE 1: ORIENTATION, COURSE AGREEMENTS, & COMMUNICATION PROCESS

Module/Unit Date Range: August 20-September 2, 2018

Module/Unit Introduction:

Welcome to Module 1 of Introduction to Effective Oral Communication, SC 230 Online.
"There's only one corner of the universe you can be certain of improving, and that's your own self." - **Aldous Huxley**

Module/Unit Objectives:

- 1.1 Explain why it is important to study public speaking.
- 1.2 Sketch and explain a model that that illustrates the components and the process of communication.
- 1.3 Discuss in brief the history of public speaking.
- 1.4 Use several techniques to become a more confident speaker.

Course Level Objectives Addressed:

- CSLO 1. Explain the communication process and barriers that inhibit effective communication; in verbal communication and online quiz at 70% accuracy level.
- CSLO 4. Describe why speakers sometimes feel nervous about speaking in public; in verbal communication and online quiz at 70% accuracy level.

Module Assessments:

- Test/Quiz/Multiple Choice on required Reading 1 & 11.
- Post in Discussion 1 via Discussion Forum.

Instructional Materials:

- Required Reading 1 & 11; Audio Files; YouTube Videos; PowerPoint; online Courseware.
- [Introduction to Public Speaking](#)
- [Speaking with Confidence](#)

Learning Activities:

- Register and Login online Courseware.
- Read required Reading 1 & 11.
- Listen to Audio Files on Fear and Overcoming Fear of Public Speaking.
- View video titled: "The Five Secrets of Speaking with Confidence."
- Read article titled: "Overcoming Fear of Public Speaking" via link to website.
- Take test, quiz, and multiple choice assignments.
- Participate in Online Meeting 1
- Review process for recording and posting video.
- Subscribe to Announcement in eLearning.

Course Tools used in Module:

- E-Learning; online Courseware; YouTube Sample Speech Videos; and Audio Files.

MODULE 2: ORIGINS OF PUBLIC SPEAKING, ETHICS, & EFFECTIVE LISTENING

Module/Unit Date Range: September 3-16, 2018

Module/Unit Introduction:

“Liberty without learning is always in peril; learning without liberty is always in vain.”

John F. Kennedy

Module/Unit Objectives:

- 2.1 Explain why it is important to be audience-centered during each step of the speechmaking process;
- 3.1 Explain free speech and criteria for ethical public speaking; and relationship between ethics and credibility.
- 4.1 List and describe five barriers to effective listening; identify and implement strategies for becoming a better listener; improving your critical listening and critical thinking skills.
- 4.2 Use criteria to effectively and appropriately evaluate speeches.

Course Level Objectives Addressed:

- CSLO 1. Explain the communication process and barriers that inhibit effective communication; in verbal communication and online quiz at 70% accuracy level.
- CSLO 2. Discuss the importance of ethics, listening, audience analysis, and critical thinking in public speaking; in verbal communication and essay writing at 70% accuracy level.
- CSLO 3. Explain what items of information a researcher can apply as supporting material for a speech.
- CSLO 4. Describe why speakers sometimes feel nervous about speaking in public.

Module Assessments:

- Test/Quiz/Multiple Choice on required Readings 2, 3, & 4.
- Post in Discussion 2 via Discussion Forum.

Instructional Materials:

- Required Readings 2, 3, & 4; Audio Files; YouTube Videos; PowerPoint; online Courseware.
- [The Origins of Public Speaking](#)
- [Ethics in Public Speaking](#)
- [Listening Effectively](#)

Learning Activities:

- Post in Discussion 2.
- Complete Readings 2, 3, & 4; test, quiz, and multiple choice in online Courseware.
- Record and Submit Speech 1-Self Introduction via online Courseware.

Course Tools used in Module:

- E-Learning; online Courseware; YouTube Sample Speech Videos; and Audio Files.

MODULE 3: AUDIENCE ANALYSIS, CRITICAL THINKING, REASONING, SUPPORTING YOUR IDEAS, ORGANIZING, & OUTLINING

Module/Unit Date Range: September 17-30, 2018

Module/Unit Introduction:

"Life is a grindstone, and whether it grinds you down or polishes you up is for you alone to decide." - **Cavett Robert**

Module/Unit Objectives:

- 5.1 Develop methods of analyzing your audience before you speak by seeking demographic, psychological, and situational information about your audience and the speaking occasion.
- 5.2 Identify methods of assessing and adapting to your audience's reactions while speech is in progress and audience reactions after you have concluded your speech.
- 6.1 Select and narrow a topic for a speech that is appropriate to the audience, the occasion, the time limits, and yourself.
- 6.2 Write an audience-centered specific purpose statement; central idea with direct, specific language in a complete declarative sentence; and apply three ways of generating main ideas from a central idea.
- 7.1 List five potential sources of supporting material for a speech; describe six types of supporting material; and explain six criteria for determining the best supporting material to use in a speech.
- 8.1 List and describe five patterns for organizing the main ideas of a speech.
- 8.2 Develop a preparation outline and speaking notes for a speech.

Course Level Objectives Addressed:

- CSLO 2. Discuss the importance of ethics, listening, audience analysis, and critical thinking in public speaking.
- CSLO 3. Explain what items of information a researcher can apply as supporting material for a speech.
- CSLO 5. List and describe five patterns for organizing the main ideas of a speech
- CSLO 8. Explain guidelines and demonstrate standard speech outline form and effective delivery.

Module Assessments:

- Test/Quiz/Multiple Choice on required Readings 5, 6, 7, & 8.
- Post in Discussion 1 via Discussion Forum.
- Post in Discussion 3 via Discussion Forum.

Instructional Materials:

- Required Readings 5, 6, 7 & 8; Audio Files; YouTube Videos; PowerPoint; online Courseware.
- [Audience Analysis](#)
- [Critical Thinking & Reasoning](#)

- [Supporting Your Ideas](#)
- [Organizing & Outlining](#)

Learning Activities:

- Post in Discussion 3.
- Complete Readings 5, 6, 7 & 8; test, quiz, and multiple choice in online Courseware.
- Complete self-assessment of Introductory Speech.
- Complete Speech Analysis Assignment.

Course Tools used in Module:

- E-Learning; online Courseware; YouTube Sample Speech Videos; and Audio Files.

MODULE 4: INTRODUCTIONS, CONCLUSIONS, & INFORMATIVE SPEAKING

Module/Unit Date Range: October 1-14, 2018

Module/Unit Introduction:

“Kind words can be short and easy to speak, but their echoes are truly endless.” **Mother Teresa**

Module/Unit Objectives:

- 9.1 Explain the functions of a speech introduction; and discuss methods for introducing a speech.
- 9.2 Explain the functions of a speech conclusion; and discuss methods for concluding a speech
- 10.1 Describe five different types of informative speeches.
- 10.2 Effectively and appropriately use strategies to enhance audience understanding; maintain audience interest; and audience recall of information presented in an informative speech.

Course Level Objectives Addressed:

- CSLO 7. Discuss why introductions and conclusions are important to the overall success of a speech.
- CSLO 9. Explain differences between informative and persuasive speech.

Module Assessments:

- Test/Quiz/Multiple Choice on required Readings 9 & 15.
- Post in Discussion 4 via Discussion Forum.

Instructional Materials:

- Required Readings 9 & 15; Audio Files; YouTube Videos; PowerPoint; online Courseware.
- [Introductions & Conclusions](#)
- [Informative Speaking](#)

Learning Activities:

- Post in Discussion 4.
- Complete Readings 9 & 15; test, quiz, and multiple choice in online Courseware.
- Record and Submit Speech 2-Informative Speech via online Courseware.

Course Tools used in Module:

- E-Learning; online Courseware; YouTube Sample Speech Videos; and Audio Files.

MODULE 5: LANGUAGE, STYLE, & DELIVERING SPEECHES

Module/Unit Date Range: October 15-18, 2018

Module/Unit Introduction:

"We are responsible for our own effectiveness, for our own happiness, and ultimately, I would say, for most of our circumstances." - **Dr. Stephen R. Covey**

Module/Unit Objectives:

- 11.1 Describe three differences between oral and written language styles and explain three ways to use words effectively.
- 11.2 Discuss how to adapt your language style to diverse listeners and explain three types of memorable word structures.
- 12.1 Identify three reasons delivery is important to a public speaker; describe four methods of delivery; and identify and illustrate the characteristics of effective delivery.
- 12.2 Use strategies for adapting your delivery when speaking to diverse audiences; describe the steps to follow when you rehearse your speech; and enhancing the final delivery of your speech.
- 12.3 Explain and use strategies for responding to questions from your audience at the end of your speech.

Course Level Objectives Addressed:

- CSLO 6. Critically analyze and evaluate speakers during communication interactions.
- CSLO 8. Explain guidelines and demonstrate standard speech outline form and effective delivery.

Module Assessments:

- Test/Quiz/Multiple Choice on required Readings 10 & 12.
- Post in Discussion 5 via Discussion Forum.

Instructional Materials:

- Required Readings 10 & 12; Audio Files; YouTube Videos; PowerPoint; online Courseware.
- [Using Language Well](#)
- [Delivering Your Speech](#)

Learning Activities:

- Post in Discussion 5.
- Complete Readings 10 & 12; test, quiz, and multiple choice in online Courseware.
- Participate in Online Meeting 2

Course Tools used in Module:

- E-Learning; online Courseware; YouTube Sample Speech Videos; and Audio Files.

MODULE 6: PRESENTATION AIDS & PERSUASIVE SPEAKING

Module/Unit Date Range: October 29-November 11, 2018

Module/Unit Introduction:

“Happiness is when what you think, what you say, and what you do are in harmony.”

Mahatma Gandhi

Module/Unit Objectives:

- 13.1 Discuss five ways in which presentation aids help communicate ideas to an audience; and describe the types of presentation aids and identify tips for using them effectively.
- 13.2 Identify guidelines for developing effective presentation aids; and effectively using presentation aids
- 14.1 Describe the goals of persuasive messages; and explain classic and contemporary theories of how persuasion occurs.
- 14.2 Describe four ways to motivate listeners to respond to a persuasive message.

Course Level Objectives Addressed:

- CSLO 9. Explain differences between informative and persuasive speech.
- CSLO 10. Develop and use presentation aids to help communicate effectively to an audience.

Module Assessments:

- Test/Quiz/Multiple Choice on required Readings 13 & 16.
- Post in Discussion 6 via Discussion Forum.

Instructional Materials:

- Required Readings 13 & 16; Audio Files; YouTube Videos; PowerPoint; online Courseware.
- [Visual Aids](#)
- [Persuasive Speaking](#)

Learning Activities:

- Post in Discussion 6.
- Complete Readings 13 & 16; test, quiz, and multiple choice in online Courseware.
- Complete and Submit the Speech 3- Persuasive Speech via online Courseware.

Course Tools used in Module:

- E-Learning; online Courseware; YouTube Sample Speech Videos; and Audio Files.

MODULE 7: PERSUASIVE STRATEGIES & SPECIAL OCCASION SPEAKING

Module/Unit Date Range: November 12-25, 2018

Module/Unit Introduction:

“As we let our own light shine, we unconsciously give other people permission to do the same.” **Nelson Mandela**

Module/Unit Objectives:

- 15.1 Identify and use strategies to improve your credibility; use principles of effective logic and evidence to develop a persuasive message; employ effective techniques of using emotional appeal in a persuasive speech.
- 15.2 Adapt your persuasive messages to receptive, neutral, and unreceptive audiences.
- 16.1 Identify and explain the requirements for two types of speaking situations likely to arise in the workplace.
- 16.2 List and describe nine types of ceremonial speeches; and explain strategies for creating humor in a speech.

Course Level Objectives Addressed:

- CSLO 6. Critically analyze and evaluate speakers during communication interactions.
- CSLO 9. Explain differences between informative and persuasive speech.

Module Assessments:

- Test/Quiz/Multiple Choice on required Readings 16 & 17.
- Post in Discussion 7 via Discussion Forum.

Instructional Materials:

- Required Readings 16 & 17; Audio Files; YouTube Videos; PowerPoint; online Courseware.
- [Persuasive Speaking](#)
- [Special Occasion Speaking](#)

Learning Activities:

- Post in Discussion 7.
- Complete Readings 16 & 17; test, quiz, and multiple choice in online Courseware.

Course Tools used in Module:

- E-Learning; online Courseware; YouTube Sample Speech Videos; and Audio Files.

MODULE 8: SPEAKING IN GROUP & FINAL GROUP SPEECHES

Module/Unit Date Range: November 26- December 12, 2018

Module/Unit Introduction:

"Nothing so conclusively proves a man's ability to lead others as what he does from day to day to lead himself." - **Thomas J. Watson**

Module/Unit Objectives:

- 17.1 Identify and explain effective small group communication.
- 17.2 Identify and explain leadership styles and effective leadership communication.

Course Level Objectives Addressed:

- CSLO 2. Discuss the importance of ethics, listening, audience analysis, and critical thinking in public speaking.
- CSLO 6. Critically analyze and evaluate speakers during communication interactions.

Module Assessments:

- Test/Quiz/Multiple Choice on required Readings 18 & 14.
- Post in Discussion 8 via Discussion Forum.

Instructional Materials:

- Required Reading 18 & 14; Audio Files; YouTube Videos; PowerPoint; online Courseware.
- [Group Presentations](#)
- [Speaking to a Global Audience](#)

Learning Activities:

- Post in Discussion 8.
- Complete Readings 18 & 14; test, quiz, and multiple choice in online Courseware.
- Complete the Group Presentation and submit via online Courseware.
- Participate in Online Meeting 3

Course Tools used in Module:

- E-Learning; online Courseware; YouTube Sample Speech Videos; and Audio Files.