Speech Communication

The number-one skill identified by employers is the ability to communicate clearly in both oral and written form. The number-two skill identified by employers is the ability to work effectively as a member of a group or team. Speech courses are vital to developing the communication skills necessary for personal and professional success.

Speech Communication courses offer instruction and practice in a variety of communication settings. The program includes theory and practice in public speaking, group work, and interpersonal relationships. Critical thinking, listening, and communicating across cultures are also part of the program.

Human Resource officers again and again claim the top skills they are seeking in employees are the ability to communicate in spoken and written form, plus the ability to be an effective team member. Speech communication courses are essential for personal and professional growth.

Roadmaps

Road maps lay out all of the courses you need to take for a given degree or certificate.

Get a Road map! Explore Ways to Complete These Programs (/academics/arc-program-road-maps)

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Area of Interest
Language and Communication (/academics/areas-of-interest/language-and-communication)

Humanities Division Office (/academics/arc-humanities-division-office)

(916) 484-8653

Associate Degree for Transfer

A.A.-T. in Communication Studies

This degree provides a foundation for students to transfer to a CSU campus with a major in Communication, Speech Communication, Communications, or Communication Studies.

The Associate in Arts degree in Communication Studies for Transfer provides students with a major that fulfills the general requirements of the California State University for transfer. Students with this degree will receive priority admission with junior status to the California State University system.

The Associate in Arts degree in Communication Studies for Transfer (A.A.-T.) may be obtained by the completion of 60 transferable, semester units with a minimum of a 2.0 GPA, including (a) the major or area of emphasis described in the Required Program outlined below (earning a C or better in these courses), and (b) either the Intersegmental General Education Transfer Curriculum (IGETC) or the California State University General Education - Breadth Requirements.

Catalog Date: June 1, 2020

Degree Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
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<tbody>
<tr>
<td>SPEECH 301</td>
<td>Public Speaking</td>
<td>3</td>
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<td></td>
<td>A minimum of 6 units from the following:</td>
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<tr>
<td>SPEECH 311</td>
<td>Argumentation and Debate (3)</td>
<td></td>
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<tr>
<td>SPEECH 321</td>
<td>Interpersonal Communication (3)</td>
<td></td>
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<tr>
<td>SPEECH 331</td>
<td>Group Discussion (3)</td>
<td></td>
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<td></td>
<td>A minimum of 6 units from the following:</td>
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<tr>
<td>SPEECH 302</td>
<td>Persuasive Speech (3)</td>
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<tr>
<td>SPEECH 325</td>
<td>Intercultural Communication (3)</td>
<td></td>
</tr>
<tr>
<td>SPEECH 361</td>
<td>The Communication Experience (3)</td>
<td></td>
</tr>
<tr>
<td>JOUR 310</td>
<td>Mass Media and Society (3)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A minimum of 3 units from the following:</td>
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<td>ANTH 310</td>
<td>Cultural Anthropology (3)</td>
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<tr>
<td>ENGW 302</td>
<td>Advanced Composition and Critical Thinking (3)</td>
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<tr>
<td>ENGW 482</td>
<td>Honors Advanced Composition and Critical Thinking (3)</td>
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<td>JOUR 300</td>
<td>Newswriting and Reporting (3)</td>
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<tr>
<td>PSYC 300</td>
<td>General Principles (3)</td>
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<td>SOC 300</td>
<td>Introductory Sociology (3)</td>
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<td>Total Units:</td>
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Speech (SPEECH)

SPEECH 301 Public Speaking

This course covers oral composition and delivery of messages in public speaking situations. It focuses on how to manage anxieties about speaking in public, organize ideas when speaking to inform and persuade, use supporting materials to increase the effectiveness of messages, appeal to different audiences, and critically evaluate messages. By the end of the course, students will be more confident and effective in oral communication situations. Audio/video recording equipment may be used as an aid to self-analysis and improvement.

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

- organize and deliver informative speeches.
- organize and deliver persuasive discourse designed to convince or actuate an audience.
- research and critically evaluate information to create informed responses to issues and problems.
- defend claims with appropriate evidence.
- analyze evidence, reasoning, and persuasive appeals for credibility, logic, and relevance.
- demonstrate skills and behaviors which contribute to open and respectful communication of diverse ideas and beliefs.

Career Information

A primary skill employers in all fields seek is effective communication. A degree in Communication Studies enriches personal development and enhances opportunities for employment and promotion in such diverse professional fields as education, law, law enforcement, health, science, management, organizational development, psychology, public service, sales, training, entertainment, and social services.

Speech (SPEECH)

SPEECH 302 Persuasive Speech

This course is a detailed study of persuasive discourse through an understanding of basic communication principles. Emphasis is placed on the use of proofs, language, and logical thinking. Audio-and/or video-recording equipment may be used as an aid for self-analysis and improvement.

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

- analyze persuasive appeals.
- design persuasive messages.
- produce effective oral persuasion responsibly and ethically.
- evaluate the ways language produces influence.
- demonstrate the skills necessary for open and respectful communication of diverse ideas and beliefs.
SPEECH 311 Argumentation and Debate

This course focuses on critical thinking with an emphasis on building and analyzing logical arguments. Rhetorical strategies are discussed and practiced. The course covers organization, supporting materials, delivery of effective arguments, and the use of questioning in critical thinking.

Student Learning Outcomes

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

- critically evaluate reasoning and evidence.
- develop research questions for presentations.
- arrange and organize ideas.
- prioritize main points and distinguish these from subordinate ideas.
- support claims with logic and reasoning.
- identify fallacies of reasoning.
- debate convincingly with clarity and impact.

SPEECH 321 Interpersonal Communication

This course focuses on communication between individuals, with emphasis on the acquisition of techniques and skills essential to self-actualization and to establishing authentic personal, social, and professional relationships. Effective communication strategies are discussed, practiced, and reflected upon both in and outside the classroom environment.

Student Learning Outcomes

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

- identify key principles of ethical interpersonal communication.
- devise strategies for increasing interpersonal effectiveness.
- diagnose issues relating to the success or failure of interpersonal relationships.
- detect the impact of the self, others, and perception on interpersonal communication.
- produce and process competent verbal and nonverbal messages.
- evaluate the relative merits of various interpersonal communication strategies.

SPEECH 325 Intercultural Communication

This course is an introduction to the challenges and rewards of intercultural communication in everyday situations. It is designed to increase understanding of variations in communication patterns across cultures and prepares individuals for more effective communication. Emphasis is on both international culture variance and sub-cultural group-based experiential background variance.

Student Learning Outcomes

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

- assess the major areas of cultural diversity and their impact on communication.
- analyze the effects of cultural variance on the selection and interpretation of verbal and nonverbal cues.
- formulate strategies for interacting successfully across intercultural communication barriers.
- distinguish between cultural practices and universal human communication behaviors.
- describe how culture affects perceptions, values, norms, and roles.
- resolve conflict arising from cultural differences.

SPEECH 331 Group Discussion

This course is an introduction to the challenges and rewards of intercultural communication in everyday situations. It is designed to increase understanding of variations in communication patterns across cultures and prepares individuals for more effective communication. Emphasis is on both international culture variance and sub-cultural group-based experiential background variance.

Student Learning Outcomes

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

- assess the major areas of cultural diversity and their impact on communication.
- analyze the effects of cultural variance on the selection and interpretation of verbal and nonverbal cues.
- formulate strategies for interacting successfully across intercultural communication barriers.
- distinguish between cultural practices and universal human communication behaviors.
- describe how culture affects perceptions, values, norms, and roles.
- resolve conflict arising from cultural differences.
This course covers the dynamics of group communication and prepares individuals to function more effectively in groups. It focuses on oral communication in task and social groups. Topics include communication concepts and behaviors in problem solving, decision making, leadership, conflict management, and group roles and norms.

Student Learning Outcomes

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

- operate as an effective member of small task-oriented groups.
- judge benefits of group work.
- generate and persuasively express critical thought which contributes positively to group decision making.
- devise solutions by using structured problem-solving techniques.
- evaluate benefits of conflict.
- assess the appropriateness of various conflict-management techniques.
- use effective conflict management techniques.
- choose productive approaches to leadership.
- examine the impact of group roles and norms.
- manage verbal and nonverbal behavior to increase communication effectiveness in the small group setting.
- prepare for, organize, and deliver presentations effectively within small group settings.
- discover, critically evaluate, and accurately report information.

SPEECH 361 The Communication Experience

Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Advisory: Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.
Transferable: CSU UC
General Education: AA/AS Area I(b); CSU Area A1; IGETC Area 1C
C-ID: C-ID COMM 140
Catalog Date: June 1, 2020

This course provides an introduction to basic skills and concepts necessary for effective communication in a variety of contexts. Topics include effective listening, facilitation of interpersonal relationships, conflict resolution, media communication, practical group experience, and public speaking.

Student Learning Outcomes

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

- assess and manage communication apprehension.
- design and employ effective listening strategies.
- generate effective verbal and nonverbal messages applicable to a variety of communication situations.
- manage group interactions productively.
- organize and orally present information using effective public speaking strategies.
- predict and recognize sources of conflict.
- demonstrate behaviors that contribute to respectful communication of diverse ideas.
- assess aspects of media communication.

SPEECH 362 Mediated Communication Experience

Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Advisory: Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.
Transferable: CSU
General Education: AA/AS Area I(b) (effective Summer 2020)
Catalog Date: June 1, 2020

This course focuses on the skills and concepts necessary to communicate effectively in the online environment. Topics include online group work and presentations, public speaking, interviewing, conference calls, and computer mediated interpersonal communication. Students will be expected to use their own video recording devices.

Student Learning Outcomes

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

- assess the basic concepts of the field of mediated communication.
- demonstrate active listening and effective feedback in online interactions.
- manage issues related to communication apprehension.
- use appropriate verbal and nonverbal communication techniques when delivering oral presentations through mediated channels.
- adapt messages to diverse audiences in a variety of contexts.
- exhibit productive behaviors as a member of a group.
- apply ethical standards to communication.
- utilize telecommunications applications to transmit messages through text, video, audio, and images.
SPEECH 495 Independent Studies in Speech

Independent Study is an opportunity for the student to extend classroom experience in this subject, while working independently of a formal classroom situation. Independent study is an extension of work offered in a specific class in the college catalog. To be eligible for independent study, students must have completed the basic regular catalog course at American River College. They must also discuss the study with a professor in this subject and secure approval. Only one independent study for each catalog course will be allowed.

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