



5055 Santa Teresa Blvd

Gilroy, CA 95023

---

## Course Outline

**COURSE:** CMUN 5                      **DIVISION:** 10                      **ALSO LISTED AS:**

**TERM EFFECTIVE:** Summer 2025

**CURRICULUM APPROVAL DATE:** 05/13/2025

**SHORT TITLE:** FUND CMUN STUDIES

**LONG TITLE:** Fundamentals of Communication Studies

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
3	18	Lecture:	3	54
		Lab:	0	0
		Other:	0	0
		Total:	3	54

---

Out of Class Hrs: 108.00

Total Learning Hrs: 162.00

---

### COURSE DESCRIPTION:

This course offers a fundamental introduction to the field of communication studies. Students will investigate the principles of rhetoric, effective public speaking techniques—both informative and persuasive—and key communication theories. The course provides students with the ability to effectively communicate their concepts to a wide range of audiences and contexts. While exercising ethical communication, students will critically evaluate historical and contemporary speeches in order to increase their understanding of diversity, equity, and inclusion. This course is instructed in English in accordance with the standards of CalGETC. C-ID: (COMM 180).

**CREDIT STATUS:** D - Credit - Degree Applicable

### GRADING MODES

L - Standard Letter Grade

**REPEATABILITY:** N - Course may not be repeated

### SCHEDULE TYPES:

02 - Lecture and/or discussion

05 - Hybrid

71 - Dist. Ed Internet Simultaneous

72 - Dist. Ed Internet Delayed

**STUDENT LEARNING OUTCOMES:**

By the end of this course, a student should:

1. Describe and explain foundational concepts of communication studies.
2. Identify and apply effective language techniques in various communication settings.
3. Explain and demonstrate Aristotle's proofs in communication.
4. Analyze and evaluate historical and contemporary speeches using rhetorical principles.
5. Organize and deliver informative and persuasive presentations tailored to diverse audiences.
6. Use critical thinking skills to effectively structure material for a presentation.
7. Create and utilize presentation aids to enhance message delivery.
8. Demonstrate effective use of voice and body to communicate a message and manage apprehension.
9. Locate, assess, and integrate credible, accurate, and relevant supporting materials from primary and secondary sources in presentations.
10. Demonstrate awareness of diversity, equity, and inclusion in communication practices.
11. Recognize and reflect on personal biases and prejudices in communication.
12. Evaluate the effectiveness of verbal and nonverbal communication in self and others.
13. Critically listen, analyze, and assess information shared by others.
14. Provide constructive criticism to peers while demonstrating active listening.

**COURSE OBJECTIVES:**

By the end of this course, a student should:

1. Explain foundational theories and principles of communication studies across multiple contexts.
2. Demonstrate an understanding of Aristotle's rhetorical proofs—ethos, pathos, and logos—in oral communication.
3. Apply appropriate language choices and rhetorical strategies in varied communication settings.
4. Analyze and assess the rhetorical strategies used in historical and contemporary speeches.
5. Design and deliver informative and persuasive presentations tailored to specific audiences and occasions.
6. Apply critical thinking to the organization and development of speech content.
7. Design and integrate visual or multimedia aids to enhance message clarity and audience engagement.
8. Demonstrate effective vocal and physical delivery skills while managing communication apprehension.
9. Locate, evaluate, and incorporate credible supporting materials from both primary and secondary sources.
10. Integrate inclusive communication practices that reflect awareness of diversity, equity, and accessibility.
11. Reflect on communicative behaviors to identify and address biases and assumptions.
12. Evaluate verbal and nonverbal communication for clarity, effectiveness, and appropriateness.
13. Practice active listening and critically respond to messages conveyed by others.
14. Provide thoughtful, constructive feedback to peers grounded in communication.

## **COURSE CONTENT:**

Curriculum Approval Date: 05/13/2025

### **\*\*Introduction to Communication Studies\*\***

Overview and significance of communication in various contexts.

Understanding the communication process: sender, receiver, message, and channel.

Exploring both verbal and nonverbal forms of communication.

Communication models: linear, interactive, and transactional frameworks.

Examining the influence of gender, culture, and ethnicity on communication practices.

### **\*\*Types of Communication\*\***

Small Group Communication: Group formation, dynamics, and problem-solving techniques.

Interpersonal Communication: Types of relationships and theories related to relational communication.

Organizational Communication: Organizational structures, leadership theories, and principles of effective interviewing.

Intercultural Communication: Cultural values, co-cultures, and communication barriers such as stereotyping and ethnocentrism.

Mass Communication and Technology: Exploring social media, synchronous and asynchronous online communication, and computer-mediated communication.

### **\*\*Theoretical Foundations\*\***

Introduction to the canons of rhetoric: invention, arrangement, style, memory, and delivery.

Understanding Aristotle's rhetorical appeals: ethos, pathos, and logos.

### **\*\*Communication Contexts\*\***

Understanding the purpose and occasion of communication.

Exploring different types of speeches: informative, persuasive, and special occasion.

Audience analysis: demographic and psychographic considerations.

Selecting a purpose, topic, and developing a thesis statement for speeches.

Creating effective presentation aids to enhance communication.

### **\*\*Research and Evidence\*\***

Identifying and evaluating sources based on credibility, accuracy, and relevance.

Incorporating evidence such as facts, statistics, testimonies, and examples into speeches.

Ethical considerations in researching and preparing speeches.

Avoiding logical fallacies in argumentation and supporting claims.

Proper citation of sources in presentations.

### **\*\*Speech Organization\*\***

Developing a clear outline and structure for speeches.

Techniques for crafting compelling introductions and conclusions.

Using transitions for smooth flow and clarity in presentations.

### **\*\*Presentation and Delivery\*\***

Mastering verbal communication techniques: tone, pace, and volume.

Utilizing nonverbal communication: body language, facial expressions, and gestures.

Managing communication apprehension for effective delivery.

Exploring different methods of delivery: impromptu, extemporaneous, memorized, and manuscript.

### **\*\*Listening and Feedback\*\***

Types of listening: active, empathic, and critical listening.

Overcoming barriers to effective listening.

Providing constructive criticism and feedback to peers in a respectful manner.

## **COURSE CONTENT(CONTINUED):**

### **\*\*Ethical Communication Practices\*\***

Principles of truthfulness, accuracy, and honesty in communication.

Rhetorical sensitivity: promoting diversity, equity, inclusion, and accessibility in discourse.

Understanding the ethical responsibilities of speakers and listeners in communication.

### **\*\*Analyzing Public Discourse\*\***

Evaluating historical and contemporary speeches through the lens of rhetorical principles.

Critically analyzing arguments and presentation styles.

Recognizing the importance of public speaking in a democratic society.

## **METHODS OF INSTRUCTION:**

A lecture course may include a variety of teaching methods, such as traditional lectures, class discussions, student engagement and activities, and the use of technology (such as PowerPoint, Canvas Instructure, and videos).

## **OUT OF CLASS ASSIGNMENTS:**

### Assignment Description

#### **Presentations in front of a live audience (one to many)**

- **Cultural Identity Speech:** Identify and categorize personal, social, and cultural identities, then analyze and apply the dominant or nondominant model of identity development to a cultural identity. Demonstrate understanding by creating and delivering a visual presentation that connects identity development stages to personal experiences.
- **Informative Speech Presentation:** Develop and present a speech on a chosen topic, integrating supporting research and adhering to structured organization guidelines.
- **Persuasive Speech:** Construct and deliver a persuasive speech on a contemporary issue, applying rhetorical strategies and tailoring the message to the audience.

### Assignment Description

**Rhetorical Analysis Research Paper:** Analyze and evaluate rhetorical techniques in significant speeches, including the rhetorical triangle, rhetorical devices, and appeals to ethos, pathos, and logos. Assess their impact on the audience, differentiate between ethical persuasion and manipulation, and construct a research-based analysis that applies rhetorical principles. Support claims with appropriate research, source citations, and direct quotes with time-stamped references.

### Assignment Description

**Informal Writing – Peer Reviews & Discussions:** Provide constructive peer reviews on speeches and written work, focusing on rhetorical effectiveness, delivery, and credibility. Students will also informally analyze and reflect on communication scenarios across various contexts based on course concepts.

### Assignment Description

**In Class Activities:** Simulated job interviews in professional or personal contexts, role-playing communication scenarios, hands-on communication skills practice, theoretical discussions, and peer assessments.

**METHODS OF EVALUATION:**

Writing assignments

Evaluation Percent 50

Evaluation Description

Informal writing assignments, including critical evaluation of peer and professional presentations.

Formal writing assignments, including research, citations, and organizational patterns.

Objective examinations

Evaluation Percent 10

Evaluation Description

Faculty designed objective quizzes/ and exams.

Skill demonstrations

Evaluation Percent 40

Evaluation Description

Three or more student-prepared oral presentations, overseen and assessed by professors, given in front of a live audience (one to many).

**REPRESENTATIVE TEXTBOOKS:**

Communication in the Real World, Richard G. Jones, Flatworld, 2023 or a comparable textbook/material.

ISBN: 978-1-4533-4197-1

Reading level of text, Grade: 13+ Grade Verified by: VA

**ARTICULATION and CERTIFICATE INFORMATION**

Associate Degree:

GAV A1, effective 202530

GAV Area 1B = Oral Com & Crit, effective 202530

CSU GE:

CSU A1, effective 202530

IGETC:

IGETC 1C, effective 202530

CSU TRANSFER:

Transferable CSU, effective 20253

UC TRANSFER:

Transferable UC, effective 202530

**SUPPLEMENTAL DATA:**

Basic Skills: N

Classification: Y

Noncredit Category: Y

Cooperative Education:

Program Status: 1 Program Applicable

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department: COMM

CSU Crosswalk Course Number: 180

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: Y

In-Service: N

Occupational Course: E

Maximum Hours:

Minimum Hours:

Course Control Number: CCC000435826

Sports/Physical Education Course: N

Taxonomy of Program: 150600