

URBANDALE COMMUNITY SCHOOL DISTRICT  
CURRICULUM FRAMEWORK OUTLINE

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SUBJECT:	Language Arts	
COURSE TITLE:	Public Speaking	
GRADE LEVEL:	10, 11, 12	Elective
PREREQUISITES:	Speech Communications	1 Credit/1 Semester

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**COURSE DESCRIPTION:**

Public Speaking enables students to gain confidence in their speaking abilities. The forms of informative speaking and art of argumentative and persuasive speaking are studied. Students will pursue fluency in audience impact in public speaking situations. They will also explore the art of impromptu speaking in real life situations.

**CONTENT STANDARDS:**

In order that our students may achieve the maximum benefit from their talents and abilities, the students of Urbandale Community School District's Public Speaking Course should be able to . . .

**Content Standard I. Read to comprehend a variety of literature.**

Benchmarks: *Not formally addressed in this course*

**Content Standard II. Use written language to communicate.**

Benchmarks: *Not formally addressed in this course*

**Content Standard III. Apply knowledge of language structure, language conventions (e.g., spelling and punctuation), media techniques, figurative language, and genre to create, critique, and discuss print and nonprint texts.**

Benchmarks: *Not formally addressed in this course*

**Content Standard IV. Conduct research.**

Benchmarks: Evaluate personal knowledge and experience, media center resources, and other appropriate sources to gather information for effective public speaking.  
Apply techniques for effective organization of speech material.

**Content Standard V. Communicate using spoken and visual language.**

Benchmarks: Present effective public speeches.  
Demonstrate the development of an argument.



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**CONTENT STANDARD AND COURSE BENCHMARKS WITH INDICATORS  
FOR PUBLIC SPEAKING:**

**Standard I. Read to comprehend a variety of literature.**

**Benchmark:** *Not formally addressed in this course*

**Standard II. Use written language to communicate.**

**Benchmark:** *Not formally addressed in this course*

**Standard III. Apply knowledge of language structure, language conventions (e.g., spelling and punctuation), media techniques, figurative language, and genre to create, critique, and discuss print and nonprint texts.**

**Benchmark:** *Not formally addressed in this course*

**Standard IV. Conduct research. The students in Public Speaking will be able to . . .**

**Benchmark:** **Evaluate personal knowledge and experience, media center resources, and other appropriate sources to gather information for effective public speaking.**

**Indicators:** Integrate the following supporting materials that promote clarity and interest in a speech: specific instances, illustrations, facts and figures, personal experience, visual and audio aids, and effective wording.  
Utilize library and Internet resources  
Demonstrate ethical speaking practices

**Assessments:** Informative Speech  
Argumentative Speech  
Persuasive Speech

**Benchmark:** **Apply techniques for effective organization of speech material.**

**Indicators:** Apply correct outline formats including preparation and speaking formats.  
Apply correct MLA style bibliography



Apply correct oral citation format for informative, persuasive, and argumentative speaking.

Assessments: Introduction and Conclusion Quiz  
Writing the body of the speech quiz  
Preparation Outline for Informative and Persuasive only  
Speaking outline for all speeches  
Oral citations

**Standard V. Communicate using spoken and visual language. The students in Public Speaking should be able to . . .**

**Benchmark: Present effective public speeches.**

Indicators: Demonstrate the importance of public speaking in their lives, in society, and in the workplace.  
Demonstrate consideration of audience, purpose and information.  
Create multimedia presentations to enhance oral presentations.

Assessments: Self-Introduction Speech  
Informative Speech  
Argumentative Speech  
Persuasive Speech  
Scenario Speeches

**Benchmark: Demonstrate the development of an argument.**

Indicators: Present an argument clearly to the audience.  
Answer cross-examinations of the cases.  
Demonstrate an understanding of logical thinking.  
Select ideas and information that are persuasive and convincing in nature.

Assessments: Argumentative Speeches  
Persuasive Speech

No student enrolled in the Urbandale Community School District shall be excluded from participation in, be denied the benefits of, or be subjected to discrimination in the District's programs on the basis of race, color, creed, sex, religion, marital status, ethnic background, national origin, disability, sexual orientation, gender identity, or socio-economic background. The policy of the District shall be to provide educational programs and opportunities for students as needed on the basis of individual interests, values, abilities and potential.