

**PROGRAM FOR LICENSING ASSESSMENTS
FOR COLORADO EDUCATORS® (PLACE®)
OBJECTIVES
FIELD 019: SPEECH**

Subareas

Principles of Communication
Interpersonal and Group Communication
Public Speaking and Argumentation and Persuasion
Oral Interpretation
Mass Communication and Media

PRINCIPLES OF COMMUNICATION

Understand the communication process.

Includes the elements of communication; the encoding and decoding process; and the process of human communication.

Understand types of communication (e.g., interpersonal) and their characteristics.

Includes characteristics of interpersonal and intrapersonal communication; and types and characteristics of group communication, public communication, and mass communication.

Understand the process of vocal production.

Includes the components of speech anatomy and their functions; the effects of vocal characteristics on the production of speech; and the characteristics of effective articulation skills.

Understand listening skills.

Includes functions and characteristics of effective listening skills; listening barriers, their effects on the receiver in communication, and strategies for overcoming them; the interactive functions of the listener and speaker; and listening skills required for various situations.

Understand writing skills required for oral communication.

Includes writing skills used in speech communication; the function of writing skills in speech communication; and specific writing skills appropriate in various situations.

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OBJECTIVES

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Understand verbal communication.

Includes the characteristics of effective language usage and their effects on the listener; observation, inference, and judgment in oral communication; the effect of denotative and connotative meanings in language; and the uses and characteristics of spoken and written language.

Understand nonverbal communication.

Includes the types and characteristics of nonverbal cues; the functions of nonverbal cues in communication; the relationship between verbal and nonverbal cues; and examples of discrepancies between verbal and nonverbal cues.

Relate communication skills and career opportunities.

Includes career opportunities in communications; communication skills required for various careers; and interview skills required of employers and job candidates.

Analyze the role of speech in education.

Includes goals and objectives of speech education; the instructional uses of speech in other subject areas; types of community and school activities and programs involving speech; and functions and characteristics of professional organizations and publications concerned with speech.

INTERPERSONAL AND GROUP COMMUNICATION

Understand interpersonal communication.

Includes influential factors in interpersonal communication; methods of initiating and maintaining interpersonal communication; and principles and techniques for expressing ideas and emotions.

Understand the characteristics of dyadic communication.

Includes the characteristics of dyadic communication; levels of control in the dyadic process; and appropriate and inappropriate self-disclosures and their effects on dyadic communication.

Analyze cultural factors that influence interpersonal communication.

Includes social, cultural, economic, and educational influences on interpersonal communication; the effects of stereotypes on interpersonal communication; and nonverbal and verbal communication variables that are influenced by cultural differences.

Apply criteria for evaluating messages.

Includes basic criteria for message evaluation; and their application to the evaluation of various messages.

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Identify characteristics of group communication.

Includes the purposes of group communication; and the characteristics of group communication formats.

Understand the roles and responsibilities of the individual in group discussion.

Includes the roles and functions of group discussion members; and positive and negative behaviors in group discussions and their effects on other members.

Understand the principles and functions of leadership in group discussion.

Includes leadership roles in group discussion; styles and characteristics of leadership in group discussion; and leadership roles in decision making in group discussion.

Understand the processes of group problem solving and decision making.

Includes the steps in effective group problem solving and decision making; strategies for obtaining decisions in groups; and the advantages and disadvantages of group problem solving and decision making.

Apply the principles of parliamentary procedure.

Includes basic principles of parliamentary procedure; types of motions in parliamentary procedure and their functions; the role of the chairperson in parliamentary discussion as compared to the leadership role in other group discussion formats; and parliamentary procedures appropriate in various situations.

PUBLIC SPEAKING AND ARGUMENTATION AND PERSUASION

Identify types of speeches and their characteristics.

Includes types of speeches and their purposes; and the characteristics of informative, persuasive, and entertaining speeches.

Analyze factors in planning a speech.

Includes the steps in preparing a speech; the criteria for selecting a topic for a speech; and factors that influence speech planning.

Apply research skills used in speech preparation.

Includes sources of information used in speech preparation; research skills used for various information sources; techniques to evaluate information for accuracy; and audiovisual materials to be used in a speech.

Understand speech organization and delivery.

Includes patterns of speech organization and their characteristics; and the appropriateness of speech organization patterns for various topics.

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Analyze elements of effective speech delivery.

Includes methods of speech delivery and their characteristics; the use of verbal and nonverbal techniques in speech delivery; techniques for overcoming public-speaking fears and anxiety; and the use of audience feedback as an aid to effective speech delivery.

Understand the structure of a speech.

Includes the parts and characteristics of the introduction to a speech, the body of a speech, and the conclusion of a speech.

Understand the principles of and criteria for evaluating a speech.

Includes reasons for evaluating a speech; ethical roles and responsibilities of the speaker and the audience; and evaluative criteria appropriate to apply to various speeches.

Understand the principles of debate.

Includes the function and characteristics of different debate formats; debate in comparison to other forms of public speaking and group discussion; different propositions for debate and their characteristics; and steps in preparing for debate.

Apply the principles of effective reasoning in argumentation and persuasion.

Includes types of reasoning and their characteristics; types of faulty reasoning and their characteristics; and propaganda techniques and their uses.

Analyze persuasive speech presentation.

Includes the characteristics of effective lines of argument; considerations in planning and organizing the persuasive speech; the needs and attitudes of the audience in various persuasive speaking situations; and types of persuasive appeals.

Understand the use of evidence in argumentation and persuasion.

Includes research skills and standard techniques for documenting and citing evidence; types of evidence and their uses; ethical considerations in the use of evidence; and the use of evidence to support various claims.

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ORAL INTERPRETATION

Understand the elements of oral interpretation.

Includes differences between oral interpretation and other forms of oral communication; the presentational forms of oral interpretation; the role of the oral interpreter and the interpreter's relationship to works of literature; and the aspects of message and delivery in oral interpretation.

Understand types of literature used in oral interpretation.

Includes types of prose, poetry, and drama; and their characteristics.

Understand the selection of literature for oral interpretation.

Includes factors in selecting literature; the literary elements used in analyzing a selection for oral interpretation; intrinsic characteristics of literature and their effects on oral interpretation; and the adaptability of various selections to oral interpretation.

Analyze the use of nonverbal communication in oral interpretation.

Includes factors that influence the use of body language; characteristics of the effective use of body language; and the use of vocal characteristics in oral interpretation.

MASS COMMUNICATION AND MEDIA

Understand the characteristics and functions of mass communication (including print and nonprint media).

Includes ways in which mass communication differs from other forms of communication; types of mass media; and the institutional and social functions of mass media.

Understand government regulations related to mass media.

Includes the role of the Federal Communications Commission in regulating mass media; federal, state, and local agencies that affect media operation and control; constitutional guarantees relating to mass media and their representation; and the operation of the media in U.S. society in comparison with that of other countries.

Apply critical evaluation techniques to mass media broadcasting.

Includes objective and subjective messages in media broadcasting; advertising language and methods in media broadcasting; and ethical considerations and standards in mass media broadcasting.

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Analyze the uses of mass communication.

Includes the uses and effects of mass communication in political processes; the uses and effects of mass media in cultural communication; and the uses of mass communication for entertainment.

Analyze the influence of mass communication on society.

Includes the expression of cultural values through mass communication; the effects of mass communication on public values, attitudes, and expectations; and the issues related to the effects of mass media on children and young people.