

#### **4.19 Speech (Grades 7-12)**

To be endorsed in speech, an applicant shall hold an earned bachelor's or higher degree from an accepted institution of higher education; have completed an approved teacher preparation program including prescribed field experience and student teaching requirements; have completed an approved program in speech; and have demonstrated the competencies specified below:

- 4.19(1) The speech teacher is knowledgeable about speech and communication and is able to:
- 4.19(1)(a) articulate and demonstrate the principles of effective communication to a wide variety of audiences.
  - 4.19(1)(b) effectively demonstrate and instruct students about effective inter- and intra-personal communication methods and techniques including, but not limited to, nonverbal communication, conflict management, emphatic understanding and responding.
  - 4.19(1)(c) effectively demonstrate and instruct students about techniques for effective group communication including, but not limited to, small-group communication, organizational communication, group process leadership, critical listening, discussion, inquiry, problem-solving and decision-making.
  - 4.19(1)(d) effectively demonstrate and instruct students about techniques utilized in non-print media including, but not limited to, radio and television, film-making, mass media, mass communication and the evaluation, effect and aesthetic dimensions of media.
  - 4.19(1)(e) articulate and demonstrate techniques used in effective public communication including, but not limited to, those of voice and diction, public address, (including preparation, rehearsal, presentation and feedback), oral interpretation, rhetoric, forensics, debate and readers' theater.
- 4.19(6) articulate and instruct students about elements of the psychology of communication including, but not limited to, effective methods of persuasion, mass communication, semantics, sociolinguistics, persuasive campaigns, social movements, textual and impact analysis (i.e., consumer affairs), argumentation, motivation, clarification, aesthetic strategies and the adaptation of communication strategies to a wide variety of situations, settings and audiences.
- 4.19(7) demonstrate to students effective intercultural communication strategies based on, but not limited to, respect for individual differences related to ethnicity, cross-cultural, economic and gender differences, and for other communication studies and the elimination of stereotyping.
- 4.19(8) effectively demonstrate to students methods of teaching speech communication including, but not limited to, language acquisition, communication in classroom environments, directing forensics and debate, teaching with group process, creative drama, approaches to listening, overcoming communication anxiety and performance evaluation.
- 4.19(9) the speech educator shall self-assess the effectiveness of instruction, based on the learning and achievement of students, and pursue continuous professional development through appropriate activities, including speech-related activities involving students, coursework, and participation in relevant professional organizations.