

LOYOLA UNIVERSITY CHICAGO
BUSINESS AND PROFESSIONAL SPEAKING, COMM 103-210
FALL SEMESTER 2020 , T-Th 11:30a—12:45p (Central Time)

Instructor: Sue Castorino, scastorinominkoff@luc.edu

Form of communication: E-mail is preferred and checked regularly.

Course overview: “Professional speaking”: What does it *really* mean in the 21st century as we interact in many different and distinct ways, verbally and non-verbally? Why is it still relevant and important in this changing world? Most importantly, what can you do to personally overcome anxiety, gain poise, show confidence, be persuasive and sound professional in all situations?

Professional communication takes dozens of forms, some you might not have even realized. Some have been with us since ancient times and others are contemporary and still evolving. One thing is certain: there will always be basic need for you to speak well, online and in person. You will have millions of communication encounters in your lifetime--from formal presentations to social media to impromptu conversations requiring you to persuade someone to listen to you and to take action. This comes naturally for few people but there will be improvement with learned skills and lots of practice. This interactive class is designed to thoroughly prepare you for all types of public communication with practical applications that will be useful in the real world of business endeavors. You will also actively participate as observers from the audience point of view. You will gain valuable insight to help sharpen and polish your own skills as well as broaden your overall awareness.

You will learn how to:

- Confront the dreaded speech anxiety and raise your comfort level
- Improve your vocal delivery, articulation, poise and physical animation
- Logically reorganize your thoughts to motivate and persuade
- Edit yourself to adapt to the ‘clock’, using fewer words/better words
- Creatively impart information to engage your audience
- Persuasively support your point of view through in-class dialogue
- Convey your passion on a subject to avoid the ‘wooden syndrome’
- Answer audience questions and address relevant issues in a variety of situations
- Speak up in random impromptu situations on issues of the day
- Recognize how business (and other) leaders react and respond to issues
- Be aware that everything you say and do may be ‘on the record’
- Stop rambling and start connecting every time you speak and communicate

Course specifics: You will be called upon to deliver several different types of presentations during the semester. You will be required to email a hard copy of most assignments, even if you don't present on a particular day. At times you will also be asked to critique others' presentations and are asked to be fair-minded in your assessments. In many classes you will also participate in a segment entitled "Newsworthy/Cringeworthy"—discussing examples of people or groups who have made a positive or negative impression on you in any type of communication. You should come prepared and actively engage in discussion. There will also be random "Lightning Rounds" of impromptu mini-speeches on topics of the day. There is no right or wrong here—just your observations and opinions. These portions of class will be factored into your final grade; you are highly encouraged to actively participate.

Special note: *There is no required textbook for this class. Therefore, it is imperative that you take complete notes in each class in handwritten form in a notebook rather than electronically in any form.* Studies have shown that you will have a better retention keeping a written record. Many topics will be covered at a fairly rapid pace. Your attendance is mandatory. If you absolutely cannot attend, you must let me know immediately as it may impact your overall grade. It is your responsibility to seek out a classmate regarding material covered that day. You must still turn in *all* assignments by the designated deadline, even if you are unable to attend class for a specific reason. Any missed deadline will be reflected in your grade for that project.

Grades: For most assignments you will receive a letter grade: A(excellent), B(very good), C(average), D(poor), F (automatic for any incomplete assignments). Your grades are based upon many factors: mandatory attendance, active participation, periodic written quizzes and understanding of material, personal development & oral delivery, originality and creativity, and overall improvement. The last factor is very important: you are encouraged to make every effort to *try* during the various projects. Personal progress is important and will be noted. In some isolated cases you will receive a 'complete' for an assignment; I will be very clear up front about grade expectations during each project. You will receive each grade in a timely fashion. Mid-term and final exam presentations will be more heavily weighed.

A few last words: Some straight-forward rules that will make it easier for everyone:

- Be on time and complete all assignments on time; lateness will not be tolerated.
- Keep your video on during class time to engage & participate.
- Be original. Be ethical. Be honest. *Always.*
- Be fair and open-minded.
- Encourage and respect your fellow classmates as they present.
- Don't ever hesitate to ask for clarification or direction.
- Be aware of current events and be prepared to offer your observations in discussions.
- You will have fun even as you take this seriously and I promise you'll learn techniques that will help you in life every single day during and after Loyola.

WEEKLY SCHEDULE (Subject to change)

Aug 25-27: Introduction & overview: Conquer your fears & recognize your talents

- Understanding yourself, understanding the audience; putting it in perspective
- The anniversary & impact of one historical speech
- In-class exercises with valuable techniques

Sept 1-3: What we can learn from the ancients and the contemporaries

- From Aristotle to today: A brief, somewhat revisionist history of the art of rhetoric
- The First Amendment in modern terms; why it matters more than ever
- Issue Management: What to do and say when things happen, because they will

Sept 8-10: Putting it all together: The formal business presentation

- Organizing your thoughts, from a great opening to a memorable close
- How to say what you mean & mean what you say
- Visuals: “More” is not always better, the importance of editing
- The format: The essential template and how to effectively use it

Sept 15-17: “I’d like to thank the Academy...”: The art of the acceptance speech

- Celebrities are human: Grace (or not) under pressure before a live audience
- Elements of an effective(or not) awards speech
- Effective use of the TelePrompter

****Sept 20(Sunday): Special assignment/Critiquing the Emmy Awards****

Sept 22-24: “That’s a great question...”: Proper techniques for Q&A

- How the dynamics shift during the question & answer period
- How to deal with emotions and the ‘know-it-all’
- Techniques for addressing issues and staying focused

Oct 1-6-8: Mid-term presentations

- Formal business presentations delivered in teams with q&a

****Sept 29, Oct 15 & Oct 22: Special assignment/View Presidential debates****

****Oct 7: Special assignment/View Vice Presidential debate****

****There will be TBD in-class recaps & specialized critiques for each****

Oct 15-20: Lyric Karaoke: Emphasis on vocal delivery

- How spoken song lyrics can improve your overall impact (yes, really!)
- Effective storytelling through personalization, repetition, & questions

Oct 27-29: The impact of social media: Freedom of speech in the Internet age

- The consequences & ramifications of social media
- How individuals & companies respond & react

Nov 3: Election Day

Nov 5: Post election day recap & discussion

- The impact of speeches and reaction
- What was memorable, effective and/or surprising

Nov 10: You're hired: 'Speed speaking' is like 'speed dating'

- Why your elevator speech is more important than ever
- Techniques for effective and persuasive job interviews
- Positively presenting yourself under pressure, answering unusual questions

Nov 12: Special in-class assignment

Nov 17-19: Your personal TED talk

- Final individual formal presentations without notes

Nov 24-26: No class/Happy Thanksgiving

Dec 3: Individual interviews & final personal assessments (MANDATORY)
