

**Objectives:** This course allows students to apply the theories learned in previous courses (101,175,220,227,230,268 and/or 306). Students should gain an understanding of what a successful persuasive presentation entails in both style and content. By the end of the semester, students will have mastered communication competencies in the areas of organization, evidence, delivery, and criticism.

**Class Attendance Policy:** Your success in this course will heavily depend on your attendance and participation in the classroom. You are expected to be present for every meeting of the course. If you are unable to attend a class or will be late for a class, you must notify the instructor in advance of the absence. The instructor reserves the right to make judgment on accepting and/or making up assignments missed because of class absence. Unexcused absences may result in failing the course. **There is no text!!!! Much of the material is discussed during class.** No food, computers, cell phones, or other electronic devices are permitted.

**Academic Dishonesty:**

School of Communication Statement on Academic Integrity A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty. Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents. Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as: • Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher; • Providing information to another student during an examination; • Obtaining information from another student or any other person during an examination; • Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor; • Attempting to change answers after the examination has been submitted; • Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom; • Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or • Any other action that, by omission or commission, compromises the integrity of the academic evaluation process. Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following: • Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.; Submitting as one's own another person's unpublished work or examination material; • Allowing another or paying another to write or research a paper for one's own benefit; or • Purchasing, acquiring, and using for course credit a pre-written paper. The above list is in no way intended to

be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at <http://luc.edu/english/writing.shtml#source> . In addition, a student may not submit the same paper or other work for credit in two or more classes. A student who submits the same work for credit in two or more classes will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard. Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the office of the Dean of the School of Communication. The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at:

[http://www.luc.edu/academics/catalog/undergrad/reg\\_academicgrievance.shtml](http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml) . The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations. (The School of Communication policy is based entirely on and is consistent with the Academic Integrity Policy of the College of Arts & Sciences.)

Additional possible causes of a failing grade:

- [This one is from me] Lie about an absence.
- [This one is from me] Having a cell phone or other electronic devices accessible during a quiz/exam.

### **Students with disabilities:**

Any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible,

given the constraints of course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates.

**Assignments (All assignments are due at the start of class on the day listed on Sakai or noted in class. All work must be type written and in hard copy form. All presentations require a full sentence outline that must be turned in at the beginning of class the day of your presentation. All topics must be approved in advance by the instructor.):**

The civic issues presentation 100 points

The value presentation 50 points

The group presentation 50 points

The narrative presentation 50 points

Public debate 20 points

Student presentation critique #1 10 points

Student presentation critique #2 10 points

Video critique #1 10 points

Video critique #2 10 points

Video critique #3 10 points

### **Readings:**

Links are posted under the resources tab on Sakai. As noted above, much of the course content will be delivered in class.

**Grades:** Consult the Gradebook section.

### **PROVISIONAL SCHEDULE (Dates subject to change)**

**Please read assigned chapters prior to the in-class discussions. Additional links and readings will be added as we progress.**

January

15 Delivery

17 Fear of speaking

22 [http://www.presentationzen.com/presentationzen/2005/09/whats\\_good\\_powe.html](http://www.presentationzen.com/presentationzen/2005/09/whats_good_powe.html)

24 Audience analysis (3

types) <http://publicspeakingproject.org/PDF%20Files/aud%20analy%20web%201.pdf>

29 Values discussion [http://www2.bakersfieldcollege.edu/jgiertz/standard\\_value\\_outline.htm](http://www2.bakersfieldcollege.edu/jgiertz/standard_value_outline.htm)

31 Value Speech first try

/ [https://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action)

February

5 Outlining/organization

/ <http://publicspeakingproject.org/PDF%20Files/Organizing%20Web%201.pdf>

7

12 Values Speech final

14 <https://hbr.org/2012/10/structure-your-presentation-li>

<https://virtualseech.com/blog/tell-story-delivering-presentation>

19 In Class speech analysis (Ted

Kennedy) <http://www.americanrhetoric.com/speeches/tedkennedytruth&tolerance.htm>

21

26 Alcott article: <http://www.alcott.com/content/speaothers.html>

28  
March  
12 Narrative Presentation  
14 Narrative Presentation  
19  
21  
26 ,  
28  
April  
2 Group Presentation  
4 Group Presentation  
9  
11  
16  
18  
23  
25  
May 2<sup>nd</sup> 4:15 Civic Issues Presentation

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