

COMM 103- 201 | SCHOOL OF COMMUNICATION | BUSINESS & PROFESSIONAL SPEAKING | Fall 2018

CLASS SCHEDULE AND LOCATION:

- Mondays: 7:00pm – 9:30pm
- Water Tower Campus | Room: Corboy Law Center 203

INSTRUCTOR: James Warda

CONTACT INFORMATION:

- Email: jwarda@luc.edu (primary preferred method of communicating, checked often)
- Mobile: 847-204-2555 (9:00am to 9:00pm, will return calls as available)
- Office Hours: Before or after class, by appointment

Book (required):

A Speakers Guidebook, seventh edition by Dan O’Hair, Rob Stewart, Hannah Rubenstein (ISBN13 – 978-1319059415)

Course description:

This course is designed to teach you how to research, organize, write and deliver speeches with an emphasis on business communications. You will also learn to be an intelligent, thoughtful and critical listener.

As a speaker, you will develop an understanding of the discipline of rhetoric and the art of public speaking. You will then be asked to demonstrate your knowledge in the following ways.

- Selecting a topic or position on an issue; researching the topic; choosing the proper material to support the position.
- Organizing your ideas in a logical, cogent manner.
- Using proper presentation methods to deliver a speech to an audience.

As a listener, you will be responsible for the following:

- Providing feedback to others.
- Expressing your opinions about a speech topic.
- Being curious as to other’s perspectives.
- Doing both in a constructive, supportive manner.

As a business communicator you will:

- Gain a clear set of skills for ensuring any conversation is productive.
- Maintain the ability to be candid and curious even when the conversations are tough.

The course will begin with basic speeches, which will serve as a foundation for presentations with a business professional element. Students are free to choose their own topics as long as they meet criteria for the speech. Since a great deal of business activity is collaborative, you will also work as teams on the final presentation.

Grading:

Students will be graded based on five speech presentations, a written report evaluating a public speaker class exercises and classroom attendance and participation. Grades are based on a 1,000 point scale.

Grades will be determined in the following manner:

- Informative Introduction speech: 50 points
- Informative “What’s my passion?” speech: 50 points
- Informative Department Meeting Business Topic speech: 150 points
- Collaborative Persuasive Executive Summary Speech: 150 points
- Informative Collaborative Community or Crisis Topic speech: 200 points
- Speaker Evaluation Written Report: 100 points
- Class exercises: 100 points
- Attendance and participation: 200 points

All speeches must be accompanied by an outline and, as assigned by instructor, a bibliography.

- Failure to give the instructor an outline and bibliography on the day of the presentation will result in a reduction of ONE LETTER grade.
- The outline should be neatly typed.

Final grade scale:

- 1000 – 940: A
- 939-900: A-
- 899-880: B+
- 879-830: B
- 829-800: B-
- 799-780: C+
- 779-730: C
- 729-700: C-
- 699-680: D+
- 679-640: D
- 639-600: D-

- 599-0: F

Course specifics:

- You will be called upon to deliver several different types of realistic presentations during the semester. You will be required to provide a hard copy of every assignment to be turned in, 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.
- Each week you will also bring examples of public speakers who have made a positive or negative impression on you in any type of communication. You should come prepared every week and actively engage in discussion.
- There will also be random 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; everyone is highly encouraged to actively participate.

Attendance.... and a few last words: Some straight-forward rules that will make it easier for everyone:

- Attendance and class participation are critical.
 - We work as a group to develop speaking and listening skills. You will learn a great deal by watching and hearing your classmates. You will be expected to be a regular participant in all we do. If you sit silently, or speak only when called on by the instructor, your grade will reflect that.
 - If there is an unexcused absence on the scheduled day of your presentation, you will receive an F for your presentation.
 - If you are absent on a day when fellow students are delivering speeches, your most recent grade will be marked down **one letter**. Repeated unexcused absences will greatly affect your final grade.
 - If you are unable to make class, it is important to call or e-mail the instructor beforehand.
 - If you have more than three absences during the semester, your grade will be reduced by a full letter, unless medical documentation proves the necessity of absence. This does not apply to student athletes or others who must miss class because of university business, but proper documentation must be provided.
- Be on time and complete all assignments on time.
 - No late assignments will be accepted.
 - All written assignments must be typed, double-spaced and proofread.
- Be original. Be ethical. Be honest—always.
 - Plagiarism in any form will be reported to the Dean of Students and, at a minimum, the student will automatically receive a failing grade for the course.
 - Producing forged or manufactured documents also will result in the same discipline.
- 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 participate in all discussions.
- Turn off cell phones and other electronic devices. Unless instructed to use during classroom activities.
- Please use the instructor's email account (preferred) and/or cell phone number for all class-related questions, to report absences, etc.
- **Special Note:** The syllabus may change over the course of the semester as events dictate. There may be modifications or changes in our coursework, including readings and assignments to enhance learning and increase your opportunities in the class.

A note about finals

If we work together and commit to the class, you will deliver your collaborative presentations on the last week of the semester, freeing you to concentrate on your other finals. If we fail to have all speeches delivered in the final week, we will be required to meet on the day set aside for a final exam, where the collaborative speeches will be delivered.

Week One

- August 27
- Introduction; Review of syllabus; the basics of communications; getting to know each other
- Informative Introduction Speech (#1) prep and delivery
- Readings for Next Class: Chapters 1-7, 23-28

Labor Day – 9/3 (no classes)

Week Two

- September 10
- Flipping speech anxiety on its head
- Audience analysis; Topic selection; Reference and research
- Readings for Next Class: Chapters 6-10

Week Three

- September 17
- In-class Informative Speech (#2) prep: "What's my passion?"
- Delivery of Informative "What's my passion?" Speech (#2)
- Viewing for Next Class: https://www.ted.com/playlists/226/before_public_speaking

Week Four

- September 24

- Discuss insights from video homework
- Discuss the Art of Storytelling
- Organizing and outlining; Introductions; Conclusions
- Readings for Next Class: Chapters 11-19

Week Five

- October 1
- Brainstorm, then Prep Informative Department Meeting Business Topic (#3) speech

Mid Semester Break – October 8

Week Six

- October 15
- Deliver Informative Department Meeting Business Topic speech (#3)

Week Seven

- October 22
- Continue delivery, as needed, of Informative Department Meeting Business Topic speech (#3)

Week Eight

- October 29
- Review lessons learned so far
- Identifying what you wish to improve
- Review feedback on what makes a good speech

Week Nine

- November 5
- Distractions and barriers to a good speech and how to overcome them
- Managing the Question & Answer session
- Metrics, metrics, metrics: how to know if you've succeeded with your speech
- Provide "speaker evaluation" homework

Week Ten

- November 12
- Your personal brand
- In-class exercises; Elevator pitch sessions

- Prep Collaborative Persuasive Executive Summary Speech (#4)

Week Eleven

- November 19
- Deliver Collaborative Persuasive Executive Summary Speech (#4)

Week Twelve

- November 26
- Continue Delivery, as needed, of Collaborative Persuasive Executive Summary Speech (#4)
- Speaker Evaluation homework due; discuss insights and questions
- Prep Deliver Informative Collaborative Community or Crisis Topic speech (#5)

Week Thirteen

- December 3
- Deliver Informative Collaborative Community or Crisis Topic speech (#5)

Week Fourteen (if needed)

- December 10
- Continue Delivery, as needed, of Informative Collaborative Community or Crisis Topic speech (#5)

About the instructor:

James Warda has over 25 years of experience in the field of corporate communications. In these roles, he has supported executives, led communications teams, and held positions of increasing leadership responsibility at several Fortune 100 companies, including Walgreens Boots Alliance, Boeing, Schneider Electric, Allstate, Baxter and Caremark.

His background also includes being an author ("Where Are We Going So Fast?"), contributing columnist for the "Chicago Tribune" and Pioneer Press, a blogger for ChicagoNow, a podcaster, and a writer and speaker for Chicken Soup for the Soul Enterprises. During his career, James has also led and participated on teams that have won prestigious communication awards, including the Gold, Silver and Bronze Quills from the International Association of Business Communicators. Plus, he has spoken at communication conferences across the country.

James is also a Loyola alum, having attended both Loyola University of Chicago and Loyola Academy. He has been a frequent guest lecturer at the university, in addition to being an adjunct professor, and serves

on the School of Communication's Board of Advisors. Most important, James strongly believes in Loyola University's Promise of "preparing people to lead extraordinary lives."

Extra Fun fact: James is the singer and guitarist for a blues/funk/rock band called "The Groove" that plays mainly in Illinois and Wisconsin.