

BUSINESS AND PROFESSIONAL SPEAKING

COMM 103 - section 203

Spring 2020

Instructor: Ed Forst

Monday, Wednesday and Friday - 8:15-9:05 a.m.

School of Communication – Room 326 – Corboy Law Center-

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Office Hours: By appointment

Course Description

This class examines the theory and practices of audience analysis, message design, and oral/verbal presentation for professional speakers, with an emphasis on communication in business and professional organization settings. Students will demonstrate presentation skills in simulated settings. There will also be an inclusion of social justice topics.

Course Objectives:

Oral/verbal communication skills are invaluable for success in every field of endeavor. The goal of this course is to help student improve abilities to prepare and deliver speeches. Students also participate in group exercises, written assignments and readings. Fundamentally, the course provides students with an understanding and application of the complexities of public speaking through analysis of audience and purpose, speech preparation, speech delivery, and assessment of reaction. Public presentations are also opportunities for the student to learn more about him/herself.

Learning Outcomes:

COMM 103 aims to provide students with an awareness and appreciation of the principles of effective public speaking gained by assigned readings the viewing of selected speeches on videotape and broadcast, and by class lectures and discussions. Students will know how to:

1. Select and develop topics for speeches
2. Organize speeches
3. Assess research and data
4. Reason information and concepts into a speech context
5. Control speech anxiety and nervousness
6. Increase self confidence in public speaking
7. Develop critical listening abilities for evaluating ideas, attitudes beliefs and behaviors.

Required Course Materials:

Quintanilla, Kelly M. and Shawn T. Wall. Business and Professional Communication: Keys for Workplace. 2nd ed. Sage: Thousand Oaks, CA 2014.

Course Policies

Preparation for Class and Attendance

Attendance is crucial for success in this class. If you miss a class, you are expected to email me before the class and gets notes from a classmate. The class works as a team and everyone must come to participate. Please turn off all cell phones. No texting or emailing allowed. Please be prompt to every class day especially on speech days.

Lateness and Incompletes:

All assignments must be turned in on time. No assignments are accepted by email. Each student will be given an advanced schedule for individual speaking assignments. Last day to withdraw from classes is March 23rd.

Classroom Respect:

All students must be shown respect and courtesy. This is a public speaking course designed to improve our speaking and listening skills. We will be listening, learning and sharing from each other. There will be several evaluations and sessions for comments, suggestions, including constructive critiques. Students are expected to exhibit a supportive attitude for all speakers and an appreciation for diversity in opinions, beliefs, and values.

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 are expected to know, to respect, and to practice this standard of personal honesty.

The minimum consequence for academic dishonesty will be an “F” on the assignment. This includes quizzes, speech outlines and final submissions of speeches. However, the School of Communication and Loyola University Chicago reserve the right to enforce the most extreme consequences, including but not limited to expulsion from the major or the university. The internet is an oasis for plenty of speeches which can be accessed for free or a fee. Beware of the consequences of lifting a speech/outline, partial or whole, from the web. It is plagiarism and will result in a failing grade for the course.

Graded Assignments:

The Speeches:

Impromptu / Self Concept Speech: 50 points 3-5 minutes

Small Group Presentation: 100 points - 10-15 minutes

Informative Speech: 100 points - 8-10 minutes

Partner Speech: 100 points 6-8 minutes

Persuasive Speech: 100 points 7-9 minutes

Product Speech- Power point: 100 points 9-11 minutes

Social Justice Issues Speech: 100 points 7-9 minutes

Speech outlines - 50 points

Speaker Evaluation Written Report: 100 points

Classroom Attendance and Participation: 100 points

Final Exam - 100 points

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

Schedule:

Week one - Introduction and Syllabus Read chapter 1, 2, 11, 12, prepare outline for self-concept speech (August 26th- August 30th)

Week two - Non-verbal communication and presentation skills. Self-Concept Speech (September 4th-6th)

No class – Labor Day - September 2nd

Week three - Set up small groups and discuss small group Communication principles - (September 9th-13th)

Week four – Working in Small Group Communication (September 16th-20th)

Week five – Small group presentation and get ready for the Informative Speeches (September 23rd- 27th)

Week six – Informative Speeches and getting ready for the Partner Speeches (September 30th- October 4th)

No Class – Fall Break – October 7th

Week seven - Partner Speeches and get ready for the Persuasive Speeches (October 8th- 11th)

Week Eight - Persuasive Speeches (October 14th-18th)

Week Nine - Persuasive Speeches and Interviewing (October 21st- 25th)

Week Ten - Verbal and non-verbal communication in office situations (October 28th- November 1st)

Week Eleven – Product speech and skills (November 4th-November 8th)

Week Twelve - Product Presentations (November 11th-15th)

Week Thirteen - Logic and Presentations and Social Justice Speech (November 18th-22nd)

Week Fourteen - Social Justice Speeches and Presentations (November 25th)

No class – November 27th-29th Thanksgiving Break

Week Fifteen - Social Justice Presentations (December 2nd-December 6th)

Final Exam - Thursday December 12th 9:00 am to 11:00 a.m.

“A” Speech (90-100%) - To receive a grade of “A” on your presentation you will need to meet the following requirements:

- Outline and bibliography are **impeccable (when assigned)**, i.e. well-structured, well thought-out and free of typos.
- Deliver a speech that is organized with a **structurally sound** introduction, clear body of arguments and memorable conclusion.
- Develop a bibliography that includes **scholarly research** as well as mainstream sources.
- Use arguments within the speech that are clearly articulated, well-reasoned and supported with **strong evidence** (including citations).
- Use **extemporaneous style of speaking**.
- Presentation is given with **energy and enthusiasm**.
- Demonstrate a **sufficient level of knowledge** while answering questions from the audience.
- Use handouts or **visual aids** to enhance the speech.
- Course concepts are clearly identified and applied.

“B” Speech (80-89%) - - To receive a grade of “B” on your presentation you will need to meet the following requirements:

- Hand in a completed and **correct outline and bibliography (when assigned)** at the time of your speech.
- Deliver a speech that falls within the minimum and maximum time limits.
- Deliver a speech that has an **effective introduction, body and conclusion**.
- Speech has **clear organization**, i.e. main points are clearly delineated and transitions are used.
- Develop a bibliography that shows **adequate research**.
- Use **clear arguments** that are supported with evidence (**including citations**).
- Utilize a **basic level of extemporaneous speaking**.

- Presentation is given with **energy and enthusiasm**.
- Adequately answer questions from audience.
- Course concepts are clearly identified and applied.

“C” Speech (70-79%) - - To receive a grade of “C” on your presentation you will need to meet the following requirements:

- Hand in an outline and bibliography at the time of your speech (when assigned).
- Deliver a speech that falls within the minimum and maximum time limits.
- Deliver a speech that has an introduction, body and conclusion.
- Develop a bibliography that shows **average research**.
- Use arguments that are supported with evidence.
- Presentation is mostly read and **lacks sufficient extemporaneous speaking**.
- Maintain professional demeanor throughout speech but **lacks appropriate enthusiasm**.
- Answer questions from audience.
- Essentially, all speeches that meet the **minimum requirements** □ are considered average work and will receive a “C” grade.

“D” Speech (60-69%) - - To receive a grade of “D” on your speech means you have not met most of the basic requirements for the speech, but attempted some kind of presentation. See list of speech requirements from above.