

Business and Professional Speaking

COMM 103 Section 210

FALL 2018

Tuesdays, Thursdays 11:30 a.m. -12.45 p.m.
Corboy Law Center, Room 326
Instructor: Jeff Borden

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Office hours: TBD

Course description

This course is designed to teach you how to research, organize, write and deliver speeches with an emphasis on business communications. You also will 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; and choosing the proper material to support the position.
- Organizing your ideas in a logical, cogent manner.
- Writing clearly using lively words.
- Using proper presentation methods to deliver a speech to an audience.

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

- Critiquing speeches based on the guidelines for proper public discourse.
- Expressing your opinions about a speech topic.
- Doing so in a constructive, supportive manner.

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

Grading

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

Grades will be determined in the following manner

Informative Speech: 100 points
Cultural Artifact Speech: 150 points
Textual Analysis Speech: 200 points
Collaborative Speech: 250 points
Speaker Evaluation Written Report: 100 points
Class exercises: 100 points
Attendance and Participation: 100 points

All speeches must be accompanied by an outline and 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

Attendance

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. It is not enough to simply show up. 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, you will not get the grade you desire.

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**. There will be no exceptions.

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 the absence. This does not apply to student athletes or others who must miss class because of university business, but proper documentation must be provided.

Academic Dishonesty Policy

Plagiarism is stealing. Period. It's no different than shoplifting or grabbing someone else's bicycle. Plagiarism in any form will be reported to the Dean of Students and the student will automatically receive a failing grade for the course. Producing forged or manufactured documents also will result in the same punishment.

Additional Classroom Policies

- Students are expected to be actively engaged in class discussions.
- No late assignments will be accepted.
- All written assignments must be typed, double-spaced and proofread.
- Turn off cellphones and other electronic devices. Laptops are welcome if you are using them to take notes. Refrain from emailing, updating Facebook, etc. If this rule is not obeyed, I will **ban** laptops from the classroom for the remainder of the semester.
- Students are reminded the syllabus schedule likely will change over the course of the semester as events dictate.
- Please use the instructor's Yahoo e-mail account and cell phone number for all class-related questions, to report absences, etc.

Schedule

Week One

Aug. 29, 31

Introduction; Review of syllabus; In-class exercises; informative vs. persuasive speeches

Week Two

Sept. 5, 7

Audience analysis; Topic selection; Reference and research

Week Three

Sept. 12, 14

Organizing and outlining; Introductions; Conclusions

Week Four

Sept. 19, 21

SPEECH ONE: INFORMATIVE

Week Five

Sept. 26, 28

Exploring cultural artifacts; Principles of public speaking; In-class exercises

Week Six

Oct. 3, 5

Coping with performance anxiety; Exploring great speeches

Week Seven

Oct. 10

MID-SEMESTER BREAK. NO CLASSES.

Oct. 12

Finding the perfect word

Week Eight

Oct. 17, 19

SPEECH TWO: PERSUASIVE

Week Nine

Oct. 24, 26

Exploring textual analysis; Comparing speeches

Week Ten

Oct. 31, Nov. 2

In-class exercises; Elevator pitch sessions

Week Eleven

Nov. 7, 9

SPEECH THREE: TEXTUAL ANALYSIS

Week Twelve

Nov. 14, 16

In-class exercises; Demographics in marketing

Week Thirteen

Nov. 21

Business storytelling

Nov. 24

THANKSGIVING BREAK. NO CLASSES.

Week Fourteen

Nov. 29, Dec. 1

In-class exercises; Dialing for dollars

Week Fifteen

Dec. 5, 7

SPEECH FOUR: GROUP PROJECT

About the materials:

Lectures are based on the following textbooks:

“A Speaker’s Guidebook”

By Dan O’Hair, Rob Stewart and Hannah Rubenstein

Publisher: Bedford/St. Martin’s

“Think Public Speaking”

By Isa N. Engleberg and John A. Daly

Publisher: Pearson

“Speak Up”

By Douglas M. Fraleigh and Joseph S. Tuman

Publisher: Bedford/St. Martin's

About the instructor:

Jeff Borden has been an adjunct professor at Loyola University Chicago teaching public speaking since 2004. He spent more than 30 years in journalism including 15 years as a reporter and editor at *Crain's Chicago Business*. He has a B.A. in journalism from Kent State University in Kent, Ohio and an M.A. in education from National-Louis University in Chicago.