

# **Business and Professional Speaking**

## **COMM 103 Section 204**

**SPRING 2020**

Tuesdays, Thursdays 11:30 a.m. - 12:45 p.m.  
Corboy Center, Room 326  
Instructor: Jeff Borden

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Office hours: By appointment

### **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.

### **Grades will be determined in the following manner:**

Informative speech: 100 points  
Cultural artifact speech: 150 points  
Textual analysis speech (video): 200  
Collaborative project speech: 250 points  
Written speaker evaluation report: 100 points  
Attendance and participation: 100 points  
Final exam: 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**

No one wants you to come to class if you are ill, but it's important that you notify the instructor **BEFORE** class if you will be unable to attend. Use the LUC email address or my cellphone number, which is at the top of the syllabus. You will receive an excused absence. Emails or phone messages left after you've missed class will not count.

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 are expected to be a regular participant in all we do. Strive to be an active contributor every time we meet. If you sit silently, or speak only when called on by the instructor, you will not receive 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 have an unexcused absence on a day when fellow students are delivering speeches, your most recent grade will be marked down **one letter**. There will be no exceptions. Your fellow students deserve your full attention and active participation.

Repeated unexcused absences will greatly affect your final grade. Medical documentation is required for long absences. Within reason, keep me informed of any long-term or lingering issues affecting your attendance. This does not apply to student athletes or others who must miss class because of university business, but proper documentation must be provided beforehand.

## **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. Make

sure you are carefully noting the source of any information you utilize in your presentation to avoid “accidental” plagiarism.

### **Additional Classroom Policies**

- Students are expected to be on time and actively engaged in class discussions.
- No late assignments will be accepted.
- All written assignments must be typed, double-spaced and proofread.
- Turn off cell phones and other electronic devices. Laptops are allowed if you are using them to take notes. Check your emails, news updates, etc. outside the classroom. If this policy is violated, the instructor reserves the right to ban laptops from the classroom.
- Remember, the syllabus schedule may change over the course of the semester as events dictate.
- Please use my LUC email account or cell phone number for all class-related questions, to report absences, etc.

### **Schedule**

#### **Week One**

Jan. 14, 26

Introduction; Review of syllabus; In-class exercises; Selection of speaking groups, Informative vs. persuasive speeches

#### **Week Two**

Jan. 21, 24

Audience analysis; Topic selection; Reference and research

#### **Week Three**

Jan. 28, 30

Organizing and outlining; Introductions; Conclusions

#### **Week Four**

Feb. 4, 6

**SPEECH ONE: INFORMATIVE**

**Groups 1 & 2**

#### **Week Five**

Feb. 11

**SPEECH ONE: INFORMATIVE**

**Group 3**

Feb. 13

Exploring cultural artifacts; In-class exercises

#### **Week Six**

Feb. 18, 20

Principles of public speaking; Coping with performance anxiety

**Week Seven**

Feb. 25, 27

Exploring great speeches; Dialing for dollars

**Week Eight**

March 3, 5

**SPRING BREAK. NO CLASSES**

**Week Nine**

March 10, 12

**SPEECH TWO: CULTURAL ARTIFACTS**

**Groups 2 & 3**

**Week Ten**

March 17

**SPEECH TWO: CULTURAL ARTIFACTS**

**Group 1**

March 19

Exploring textual analysis

**Week Eleven**

March 24

Guest speaker

March 26

In-class exercises

**Week Twelve**

March 31, April 2

Business storytelling; Exploring propaganda and demagoguery

**Week Thirteen**

April 7, 9

**VIDEO PRESENTATION: TEXTUAL ANALYSIS DUE APRIL 9**

Ethics of public speaking; Dialing for dollars

**Week Fourteen**

April 14, 16

**SPEAKER EVALUTION DUE ON APRIL 14**

Group presentation preparation

**Week Fifteen**

April 21, 23

**GROUP PRESENTATIONS**

**Groups 3, 1 & 2**

**Week Sixteen**

April 28

**FINAL EXAM**

**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 instructor 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.