

**LOYOLA UNIVERSITY CHICAGO**  
**BUSINESS AND PROFESSIONAL SPEAKING, COMM 103-206**  
**FALL SEMESTER 2019**  
**SCHOOL OF COMMUNICATION 010, T-Th 2:30-3:45p**

**Instructor:** Sue Castorino, [scastorinominkoff@luc.edu](mailto:scastorinominkoff@luc.edu)

**Form of communication:** E-mail is preferred and checked regularly.

**Course overview: “Professional speaking”:** What does it *really* mean in the 21<sup>st</sup> century as we interact in many different and distinct ways, verbally and non-verbally? Why is it still relevant and important in this changing world? Most importantly, what can you do to personally overcome anxiety, gain poise, show confidence, be persuasive and sound professional in all situations?

Professional communication takes dozens of forms, some you might not have even realized. Some have been with us since ancient times and others are contemporary and still evolving. One thing is certain: there will always be basic need for you to speak and speak well. You will have millions of communication encounters in your lifetime--from formal presentations to social media to impromptu conversations requiring you to persuade someone to listen to you and to take action. This comes naturally for few people but there will be improvement with learned skills and lots of practice. This interactive class is designed to thoroughly prepare you for all types of public communication with practical applications that will be useful in the real world of business endeavors. You will also actively participate as observers from the audience point of view. You will gain valuable insight to help sharpen and polish your own skills as well as broaden your overall awareness.

You will learn how to:

- Confront the dreaded speech anxiety and raise your comfort level
- Improve your vocal delivery, articulation, poise and physical animation
- Logically reorganize your thoughts to motivate and persuade
- Edit yourself to adapt to the ‘clock’, using fewer words/better words
- Creatively impart information to engage your audience
- Use visuals sparingly and effectively
- Persuasively support your point of view through in-class dialogue
- Convey your passion on a subject to avoid the ‘wooden syndrome’
- Answer audience questions and address relevant issues in a variety of situations
- Speak up in random impromptu situations on issues of the day
- Understand and critique presentations as an audience member
- Recognize how business (and other) leaders react and respond to issues
- Be aware that everything you say and do may be ‘on the record’
- Stop rambling and start connecting every time you speak and communicate

**Course specifics:** You will be called upon to deliver several different types of presentations during the semester. You will be required to provide a hard copy of each 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. In most classes you will also participate in a segment entitled "Newsworthy/Cringeworthy"—bringing examples discussing visible public speakers who have made a positive or negative impression on you in any type of communication. You should come prepared and actively engage in discussion. There will also be random "Lightning 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.

**Special note:** *There is no required textbook for this class. Therefore, it is imperative that you take complete notes in class every week in handwritten form in a notebook rather than electronically in any form.* (Exception: You will be allowed to use laptops and tablets when you prepare for group presentations, which we will discuss.) Studies have shown that you will have a better retention keeping a written record. Many topics will be covered at a fairly rapid pace. Your attendance is mandatory. If you absolutely cannot attend, you must let me know immediately as it may impact your overall grade. It is your responsibility to seek out a classmate regarding material covered that day. You must still turn in *all* assignments by the designated deadline, even if you are unable to attend class for a specific reason. Any missed deadline will be reflected in your grade for that project.

**Grades:** For most assignments you will receive a letter grade: A(excellent), B(very good), C(average), D(poor), F (automatic for any incomplete assignments). Your grades are based upon many factors: mandatory attendance, active participation, periodic written quizzes and understanding of material, personal development & oral delivery, originality and creativity, and overall improvement. The last factor is very important: you are encouraged to make every effort to *try* during the various projects. Personal progress is important and will be noted. In some isolated cases you will receive a 'complete' for an assignment; I will be very clear up front about grade expectations during each project. You will receive each grade in a timely fashion. Mid-term and final exam presentations will be more heavily weighed.

**A few last words:** Some straight-forward rules that will make it easier for everyone:

- Be on time and complete all assignments on time; lateness will not be tolerated.
- Be original. Be ethical. Be honest. *Always.*
- 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 offer your observations in discussions.
- You will have fun even as you take this seriously and I promise you'll learn techniques that will help you in life every single day during and after Loyola.

## **WEEKLY SCHEDULE (Subject to change)**

### **Aug 27-29: Introduction & overview: Conquer your fears & recognize your talents**

- Understanding yourself, understanding the audience; putting it in perspective
- Correct grammar is still important; avoiding errors, sounding professional
- The anniversary & impact of one historical speech
- Issue Management: What to do and say when things happen, because they will
- In-class exercises with valuable techniques

### **Sept 3-5: What we can learn from the ancients and the contemporaries**

- From Aristotle to today: A brief & somewhat revisionist history of the art of rhetoric;
- The First Amendment in modern terms; why it still matters
- Presidential presentations that still resonate

### **Sept 10-12: Putting it all together: The formal business presentation**

- Organizing your thoughts, from a great opening to a memorable close
- How to say what you mean & mean what you say
- Visuals: “More” is not always better, the importance of editing
- The format: The essential template and how to effectively use it

### **Sept 17-19: “I’d like to thank the Academy...”: Preparing for the Emmy Awards**

- The art of the acceptance speech
- Celebrities are human: Grace (or not) under pressure before a live audience
- Effective use of the TelePrompter

### **Sept 22(Sunday): Special assignment/Critiquing the Emmy Awards**

### **Sept 24-26: “That’s a great question...”: Proper techniques for Q&A**

- How the dynamics shift during the question & answer period
- How to deal with emotions and the ‘know-it-all’
- Techniques for addressing issues and staying focused

### **Oct 1-3: Mid-term presentations**

- Formal business presentations delivered in teams with audience critique

### **Oct 8: Fall Break/no class**

**Oct 10: Return from break/mid-term recap & prepare for second half**

**Oct 15-17: Freedom of Speech in the Internet Age**

- The ramifications and consequences of social media as public speaking
- The public airwaves and a famous court case regarding censorship

**Oct 22-24: Lyric Karaoke: Emphasis on vocal delivery**

- How spoken song lyrics can improve your overall impact (yes, really!)
- Effective storytelling through personalization, repetition, & questions

**Oct 29-31: Special assignment: TV Studio Panel**

- An 'on camera' panel discussion on FOS conducted in the Loyola TV studio

**Nov 5-7: The Gettysburg address revisited: Your personal presentation**

- Reinforcing the importance of fewer words/better words and personalization
  - Making it "short, sincere, & special"
  - Proper introductions matter, the importance of being correct
- Also:** Election Day aftermath discussion

**Nov 12-14: You're hired: 'Speed speaking' is like 'speed dating'**

- Why your elevator speech is more important than ever
- Techniques for effective and persuasive job interviews
- Positively presenting yourself under pressure, answering difficult questions
- Talking from your resume, personalization is critical

**Nov 19-21: Final individual oral presentations (Auditorium TBD)**

- Individual formal presentations without notes and with audience critique

**Nov 26: Happy Thanksgiving/no class**

**Dec 3: Individual interviews & final personal assessments (MANDATORY)**

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