

# BUSINESS AND PROFESSIONAL SPEAKING

## COMM 103 - section 203

### SPRING 2018

Instructor : Ed Forst

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

School of Communication – Room 010 - Water Tower Campus -

E-mail : [edforst@sbcglobal.net](mailto:edforst@sbcglobal.net) ; eforst@luc.edu

Telephone: 630-215-9812

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. 2<sup>nd</sup> ed. Sage: Thousand Oaks, CA 2014. Also, students are required to view A King's Speech in class or obtain it on their own and reflect in writing about it on their own time the same week as shown to receive class credit.

#### 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.

### 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.

### Cheating and Plagiarism:

Academic dishonesty of any kind will not be tolerated

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 ( January 17- January 19th)

Week two - Non-verbal communication and presentation skills. Self-Concept Speech (January 22-26)

Week three - Set up small groups and discuss small group Communication principles - (January 29th-February 2nd)

Week four – Working in Small Group Communication (February 5th-9th)

Week five – Small group presentation and get ready for the Informative Speeches (February 12th-February 16th)

Week six – Informative Speeches and getting ready for the Partner Speeches (February 19th-February 23rd)

Week seven - Partner Speeches and get ready for the Persuasive Speeches (February 26th - March 2nd)

Spring Break - March 5th- 10th - No classes

Week Eight - Persuasive Speeches (March 12th-March 16th)

Week Nine - Persuasive Speeches and Interviewing (March 19th- March 23rd)

Week Ten - Verbal and non-verbal communication in office situations (March 26th - March 28th)

March 29th - April 2nd - No classes Easter Break

Week Eleven – Product speech and skills (April 4 - April 6th)

Week Twelve - Product Presentations (April 9th - April 13th)

Week Thirteen - Logic and Presentations and Social Justice Speech (April 16th- April 20th)

Week Fourteen - Social Justice Speeches and Presentations (April 23 - April 27th)

Final Exam - Thursday May 3rd 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.