

Loyola University Chicago
COMM 103 Business & Professional Speaking

Spring 2018

Tuesday & Thursday 11:30 – 12:45 p.m.

Corboy Law Center Room 326

Instructor: Alix Salyers

Office Hours: **TBD** and By Appointment

312/310-5412 (mobile)

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Course Description:

This course is designed to teach you how to research, organize, write and deliver speeches. 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 topics or positions on an issue
- Researching topics 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
- Critiquing speeches in a constructive and positive manner regardless of content

Required Text

- *Public Speaking* By David Zarefsky, 8th Edition

Class Requirements

Attendance, participation and professionalism will affect the final grade. All classroom activities are designed to prepare students for the work environment and real world professional challenges.

IMPORTANT: You are responsible for knowing the content of the syllabus. The rules and regulations apply, whether you have reviewed them or not. You should also check SAKAI each week and before each class (under “Announcements”) to keep up with assignments/any changes to schedule.

Grading

Students will be expected to know material covered in lectures. It will be critical to keep up with the direction regarding assigned readings and on news here and around the world. Students should expect to work together and write and edit materials before receiving a final grade.

Instructor Office Hours

TBD & by appointment

Classroom Environment

Students are expected to act in a professional manner in class. This includes showing up and on time. You must let me know ahead of time if you'll be absent. Unexcused absences will affect your final grade.

Tips for succeeding in the course:

- Attend class. If the instructor talks about it during class it must have some significance.
- Read the text but be mindful of instructor updates. If something is not clear ask about it in class. ASKING QUESTIONS AND CLASS PARTICIPATION IS ENCOURAGED.
- Proof and edit your work. Re-write, edit, and edit again. Follow AP style. Use MORE than spell check. An innocent typo can make you look like an idiot.
- Don't try to eat an elephant in one bite. Keep up with the work and the readings.
- Style points count. Boardroom quality is not expected, but a good-looking paper or presentation has a way of earning extra attention.

Additional Classroom Policies

- Students are responsible for all readings, as directed, whether or not they are discussed in lecture.
- No late assignments will be accepted unless there are significant, extenuating circumstances. Students must communicate with me immediately if they are unable to meet a deadline.
- All written assignments must be typed, double-spaced and proofread. Errors in grammar, spelling and organization will result in a lower grade.
- Please turn off all cell phones. Do not text or Tweet in class. Laptops may be used for taking notes, however all presentation decks will be provided through Sakai.

Academic Dishonesty Policy

Academic dishonesty can take several forms, including, but not limited to, cheating, plagiarism, copying another student's work, and submitting false documents. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher
- Providing information to another student during an examination
- Obtaining information from another student or any other person during an examination
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor
- Attempting to change answers after the examination has been submitted
- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work that is completed outside of the classroom
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others.

Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.
- Submitting as one's own another person's unpublished work or examination material
- Allowing another or paying another to write or research a paper for one's own benefit
- Purchasing, acquiring, and using for course credit a pre-written paper

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at <http://luc.edu/english/writing.shtml#source>. In addition, a student may not submit the same paper or other work for credit in two or more classes. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the office of the Dean of the School of Communication.

A complete description of the School of Communication Academic Integrity Policy can be found at: <http://www.luc.edu/soc/Policy.shtml>

Assignments and Breakdown of Grade

Class grades are NOT simply an average of all grades entered throughout the semester. As detailed below, and discussed in the first class of the year, grades are determined as follows.

Assignments, Tests and Class Participation (Attendance) are **weighted**.

- Assignments are worth **70% of your grade**
- Attendance is worth **30% of your grade**

The breakdown of final grades are listed below.

Final Grade Scale

100-94: A
93-90: A-
89-88: B+
87-83: B
82-80: B-
79-78: C+
77-73: C
72-70: C-
69-68: D+
67-64: D
62-60: D-
59-0: F

This course consists of completing the following projects:

- ***The instructor reserves the right to make changes in the course schedule and assignments. Regular attendance in class is your best assurance of keeping up with any changes that may occur.***
- ***Assignments may shift or change based on class progress. Any changes will be communicated in advance and adequate preparation time will be afforded.***

Assignments

- Pre-instruction short presentation: "About me"
- How To/Informative Speech
 - 1 – research
 - 2 – outline
 - 3 – delivery of speech
- Motivational/Persuasive Speech
 - 1 – research
 - 2 – outline
 - 3 – delivery of speech
- Public Issue or Policy Position Speech
 - 1 – research
 - 2 – outline
 - 3 – delivery of speech

- Group Presentation Speech
 - 1 – research
 - 2 – outline
 - 3 – delivery of speech
- Paper: Speech Critique - <http://www.americanrhetoric.com/21stcenturyspeeches.htm>

All assignments graded based on quality as well as timeliness.

CLASS PARTICIPATION & PROFESSIONALISM – 30%

Assignments above will be presented by several students each week and discussed by the class

- *Attendance and timeliness will be monitored*
 - *Attendance (1.5 points)*
 - *Timeliness (1.5 points)*
 - *Authorized absence (3 points)*
 - *Unauthorized absence (0 points)*

Class participation is an important component of your grade. This consists of regular attendance and meaningful contributions in class. Contributions are especially important for other people's speeches.

It's also very important to listen supportively when others are giving speeches. You'll be marked down if you're doing other work, or if you're on your phone, or if you're studying your own notes.

Irregular attendance, inattention during others' speeches, attendance during speaking dates only on the last date, and minimal contributions, can result in your final grade being lowered by as much as two full letter grades.

The following behaviors will negatively impact your participation grade:

- Coming in late (Everyone gets one free late; after that, it counts).
- Leaving during class (unless it is for an authorized medical reason; you must bring in the documentation from SSWD by Week Two).
- Looking at your computer/cell phone, using your laptop, or doing other work during class.

Schedule

Week One: 1/16 & 1/18

Course Overview (bring textbook)

Expectations and Outcomes

- Professional Goals
- Assignments
- Text v. Lectures
- Speech Topics: YOU!, Informative, Persuasive, Policy; Critique
- Attendance and Participation

Introduction - Chapter 1

Assignment: About Me Due: Start of Class 1/23

Group Speech Partners Assigned

Week Two: 1/23 & 1/25

About Me Presentations

Getting Started in Public Speaking - Chapters 2 & 4

Assignment: List of Potential Topics due 1/30

Week Three: 1/30 & 2/1

Strategy, Topics, and Purposes - Chapters 6, 7 & 11

Week Four: 2/6 & 2/8

Informative Speaking - Chapters 9, 10 & 13

Assignment: How-To/Informative Speech

- Topic & Research due 2/13

- Outline due 2/20

- Presentations 2/27 & 3/1

Week Five: 2/13 & 2/15

Audience Analysis I - Chapters 5 & 12

Topic & Research due 2/13

Week Six: 2/20 & 2/22

Audience Analysis II - Chapters 3 and 15

Outline due 2/20

Week Seven: 2/27 & 3/1

How-To/Informative Speech Presentations

Assignment: Motivational Speech

- Topic, Research & Outline due 3/13

- Presentations 3/20 & 3/22

Week Eight: 3/6 & 3/8 **NO CLASS SPRING BREAK**

Week Nine: 3/13 & 3/15

Persuasive Speaking - Chapter 14

Reasoning - Chapter 8

Assignment: Motivational Speech

- Motivational Speech Presentations 3/20 & 3/22

Week Ten: 3/20 & 3/22

Motivational Speech Presentations

Assignment: Public Issue/Policy Speech

- Topic, Research & Outline due 3/27
- Presentations 4/3 & 4/5

Week Eleven: 3/27 & 3/29

Deliberative & Ceremonial Speaking - Chapter 16

Assignment: Public Issue/Policy Speech

- Presentations 4/3 & 4/5

Week Twelve: 4/3 & 4/5

Public Issue/Policy Speech Presentations

Assignment: Group Speech

- Topic, Research & Outline due 4/10
- Presentations 4/17 & 4/19

Week Thirteen: 4/10 & 4/12

Assignment: Group Speech

- Presentations 4/17 & 4/19

Week Fourteen: 4/17 & 4/19

Group Presentations

Week Fifteen: 4/24 & 4/26

Assignment: Written Speech Critique due 4/26