

# Syllabus

**COMM 103 - 211 Bus & Professional Speaking**

**Business and Professional Speaking**

**Spring 2019**

**Mondays/Wednesdays/Fridays 11:30 a.m. – 12:20 p.m.**

**SOC Room 010**

**Instructor: Dorothy (Dodie) B. Hofstetter**

## **Description:**

This class examines the theory and practice 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. This course is designed to teach students how to research, organize, write and deliver speeches, as well as learn to be intelligent, thoughtful and critical listeners.

## **Objectives:**

Oral/verbal communication skills are invaluable for success in every field of endeavor. The goal of this course is to help students 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 students to learn more themselves.

## **Learning Outcomes:**

Students successfully completing this class will know how to:

- Select and develop topics for speeches.
- Organize speeches.
- Write clearly using lively words.
- Present ideas in a logical, clearly understandable manner consistent with subject matter and situation.
- Control speech anxiety and nervousness.
- Increase self-confidence in public speaking.
- Develop critical listening abilities (doing so in a constructive, supportive manner).

## **Textbook:**

**“A Speaker’s Guidebook, Seventh Edition,”** by Dan O’Hair, Rob Stewart, Hannah Rubenstein

## **Instructor contact information:**

Dodie Hofstetter

312-307-2906 (cell)

Email: dbhofstetter@gmail.com OR dhofstetter@luc.edu

**Office hours:** By appointment

## **Grading:**

Students will be expected to know material covered in lectures and the textbook. This will be measured through several speech presentations, a written report evaluating a public speaker and classroom participation. The ability to deliver an effective speech varies from student to student. What is important is to give each speech the strongest effort and to show improvement through the semester. The lessons from this

class will be extremely valuable in all stages of life, from giving a great wedding toast, to eulogizing a beloved relative, to making a sales presentation, to participating in political and social movements.

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

- Introduction Speech: 50 points
- “Elevator” Speech: 50 points
- Informative Speech: 100 points
- Cultural Artifact Speech: 100 points
- Textual Analysis Speech: 150 points
- Persuasive/Partner/Pitch Speech: 250 points
- Typed outline and bibliography: 10 points for each speech x 5 = 50
- Written Report: 150 points
- Professionalism/Participation/Q’s for guest speaker: 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
- 629-600: D-
- 599-0: F

**Professionalism:**

You are expected to act in a professional manner in class. That means approaching your schoolwork as if it were your job. Showing up, and showing up on time, are critical. Letting the instructor know ahead of time of an absence is crucial. Participation and listening attentively to your fellow students’ speeches is important. Unexcused absences will affect your final grade. If you have an unexcused absence on the scheduled day of your presentation, you will receive an F for your presentation. There will be no make up opportunities for unexcused absences. All students are expected to be present for all speeches given by classmates.

**Additional Classroom Policies:**

- Students are expected to be actively engaged in class discussions and to study all assigned readings by the due date.
- Students are responsible for all readings whether or not they are discussed in lectures.
- No late assignments will be accepted.
- All written assignments must be typed, double-spaced and proofread. Errors in grammar, spelling and organization will result in a lower grade.
- All criticism will be helpful and respectful.
- When a speaker comes to class, students will prepare questions ahead of time and ask questions on day of speaker’s presentation.

**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 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 which 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.**

**STUDENT ACCESSIBILITY CENTER (SAC):** If you have a special circumstance that may have some impact on your course work and for which you may require accommodations, please contact the SAC as soon as possible. Formal arrangements must be made through the office before course adjustments can be made. Additional information about the services available at Loyola, including eligibility for services, is on the SAC website: <https://luc.edu/sac/sacstudents/>.

### **Class meeting schedule:**

(Disclaimer: This syllabus may be amended as the course proceeds. You will be notified of all changes.)

#### **WEEK 1**

Jan. 14, 16, 18:

- Introduction to course
- Introduction of instructor
- Introduction of students
- Overview of professional speaking

- Ice breaker in-class exercise
- Explanation of Introduction Speech
- Reading assignment: Chapters 1-7, 23-28

#### **WEEK 2**

Jan. 21: Martin Luther King Day – No Class

Jan. 23, 25:

- Presentation of Introduction Speech
- Reading assignment: Chapters 6-10

#### **WEEK 3**

Jan. 28, 30, Feb. 1:

- Presentation of Introduction Speech
- Discussion/explanation of “Elevator” Speech
- Discussion of topic selection, research, organizing and outlining, introductions and conclusions
- Reading assignment: Chapters 11-16

#### **WEEK 4**

Feb. 4, 6, 8:

- Discussion of the art of delivery
- Guest speaker (TBA)
- Assignment due: Q’s for guest speaker
- Reading assignment: Chapters 17-19

#### **WEEK 5**

Feb. 11, 13, 15:

- Presentation of “Elevator” Speech
- Discussion/explanation of Informative Speech

#### **WEEK 6**

Feb. 18, 20, 22:

- Presentation of Informative Speech

#### **WEEK 7**

Feb. 25, 27, March 1:

- Presentation of Informative Speech
- Guest Speaker (TBA)
- Writing Assignment Due: Q’s for guest speaker
- Explanation/Presentation of Cultural Artifact Speech
- Explanation of Final Report

#### **WEEK 8**

March 4, 6, 8: Spring Break – No Classes

#### **WEEK 9**

March 11, 13, 15

- Presentation of Cultural Artifact Speech
- Explanation of Textual Analysis Speech

#### **WEEK 10**

March 18, 20, 22:

- Presentation of Cultural Artifact Speech
- Guest Speaker (TBA)
- Writing Assignment Due: Q’s for guest speaker
- Explanation of Persuasive/Partner Speech

#### **WEEK 11**

March 25, 27, 29:

- Guest Speaker (TBA)
- Writing Assignment Due: Q’s for guest speaker
- Presentation of Textual Analysis Speech

#### **WEEK 12**

April 1, 3, 5:

- Presentation of Textual Analysis Speech
- Presentation of Final Report

**WEEK 13**

April 8, 10, 12:

- Speech Re-dos
- Presentation of Persuasive/Partner/Pitch Speech

**WEEK 14**

April 15, 17

April 19: Good Friday – No Class

- Presentation of Persuasive/Partner/Pitch Speech

**WEEK 15**

April 22, 24, 26

- Presentation of Persuasive/Partner/Pitch Speech