

Business and Professional Speaking

COMM 103 Section 209

Spring 2017

Tuesdays, Thursdays 8:30am-9:45am
Corby Law, Room 202
Instructor: Jenifer Banks

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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.

The course will begin with basic speeches, both informative and persuasive, which will serve as a foundation for presentations with a business and professional element. Students are free to choose their own topics so long as they meet the criteria for the speech. Since a great deal of business activity is collaborative, you also will work as teams on the final presentation.

Grading

Students will be graded based on four speech presentations, individual class outlines, a written report evaluating a public speaker and classroom participation. Grades are based on a 1,000-point scale.

Grades will be determined in the following manner

1. Informative Speech: 100 points
2. Small Group Speech: 100 points
3. Persuasive Speech: 200 points
4. Partner Speech: 200 points
5. Speaker Evaluation Written Report: 100 points
6. Individual Class Outlines: 100 points
7. Class exercises: 100 points
8. Attendance and Participation: 100 points

All speeches must be accompanied by an outline and turned on the the day of the presentation.

Final grade scale

900-1000: A

800-999: B

700-899: C

600-700: D

699–0: F

Attendance

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 will be expected to be a regular participant in all we do. If you sit silently, or speak only when called on by the instructor, you will not get 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 are absent on a day when fellow students are delivering speeches, your most recent grade will be marked down **one letter**. There will be no exceptions.

Repeated unexcused absences will greatly affect your final grade. If you are unable to make class, it is important to call or e-mail the instructor beforehand. If you have more than three absences during the semester, your grade will be reduced by a full letter, unless medical documentation proves the necessity of the absence. This does not apply to student athletes or others who must miss class because of university business, but proper documentation must be provided.

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.

Additional Classroom Policies

- Students are expected to be actively engaged in class discussions.
- No late assignments will be accepted.
- All written assignments must be typed, double-spaced and proofread.
- Turn off cellphones and other electronic devices. Laptops are welcome if you are using them to take notes. Refrain from emailing, updating Facebook, etc. If this rule is not obeyed, I will ban laptops from the classroom for the remainder of the semester.
- Students are reminded the syllabus schedule may change over the course of the semester as events dictate.
- Please use the instructor's email (jbone@luc.edu) or cell phone number for all class-related questions, to report absences, etc.

A Note About Finals

If we work together and commit to the class, you will deliver your collaborative presentations on the last week of the semester, freeing you to concentrate on your other finals. If we fail to have all speeches delivered in the final week, we will be required to meet on the day set aside for a final exam, where the collaborative speeches will be delivered.

Schedule

Week One

Jan. 17, 19

Introduction; Review of syllabus; Organizing Patterns

Week Two

Jan. 24, 26

Telling a Story; Organizing Patterns: outlines and presentation

Week Three

Jan. 31., Feb. 2

Organizing and outlining; Introductions; Conclusions

Audience analysis; Topic selection; Reference and research

Week Four

Feb. 7, 9

SPEECH ONE: INFORMATIVE

Week Five

Feb. 14, 16

Principles of public speaking; In-class exercises

Week Six

Feb. 21, 23

Coping with performance anxiety; The King's Speech

Week Seven

Feb. 28, March 2

Finding the perfect word, Speaker

Week Eight

March 6, 11

SPRING BREAK. NO CLASSES.

Week Nine

March 14, 16

SPEECH TWO: SMALL GROUP

Week Ten

March 21, 23

In-class exercises; Elevator pitch sessions

Week Eleven

March 28, 30

SPEECH THREE: PERSUASIVE

Week Twelve

April 4, 6

In-class exercises; Demographics in marketing

Week Thirteen

April 11 (no class 4/13 Easter Break)

In-class exercises; Dialing for dollars

Week Fourteen

April 18, 20

In-class exercises; Business storytelling

Week Fifteen

April 25, 27

SPEECH FOUR: PARTNER