

Loyola University Chicago
Welcome to Comm 103-204/Business & Professional Speaking

Fall 2015

Tuesday & Thursday 10:00am-11:15am

School of Communication Building – Room 010

Instructor: Trish Biondo

tbiondo@luc.edu

Office Hours by appointment – 9am-10am Tuesday & Thursday

Course Description: This class examines the theory and practice of audience analysis, message design, and oral presentation for professional speakers, with an emphasis on communication in organizational settings.

Course Objective: The goal of this course is to help students prepare, write and deliver speeches, polish presentation skills, understand audience analysis, control speech anxiety, and increase self-confidence in public speaking.

You will demonstrate your understanding of the material and development of speech skills through your speeches:

Content - selecting a topic, researching, choosing proper material to support

Writing - imaginative, clear, engaging - trigger lead, dazzling details, power out

Organization - clear thesis, strong main points, logical order of points

Presentation – voice, pace, pronunciation, body language, eye contact, timing

Textbook

“Business & Professional Communication - Keys for Workplace Excellence” by Kelly Quintanilla & Shawn T. Wahl

Attendance/Policies:

Be professional and ready to participate

Attendance (punctual) and participation are essential and will be part of your grade

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

All students are expected to be present and attentive to your fellow students’ speeches

All written assignments must be typed, double-spaced and proofread. Errors in grammar, spelling and organization will result in a lower grade

No late assignments will be accepted

Turn off all laptops, cell phones, iPods, Blackberrys, etc//No texting/tweeting/FB, etc.

Grading

Grades will be based upon attendance, professionalism, participation, written assignments and discussion, understanding of material covered in lectures, speech (content, writing, organization, presentation) and personal development.

A typewritten outline and a bibliography are due before you deliver your speech. Failure to do so will result in a lower grade. Please submit a printed copy before you deliver your speech.

Attendance/Punctuality/Participation/Professionalism/Synopsis - 140 pts (5pts each class)

Introduction Speech – 10 points

Impromptu Speech – 10 points

Team Speech – 100 points

Inspirational Quote Speech – 50 points

PR & Social Media Speech – 100 points

Informative/Group/Visual Aid – 250 Points

Civic Issue – 200 points

Special Occasion – 40 points

Speaker Evaluations – 25 points

Textual Analysis (www.americanrhetoric.com) – 75 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+

679-630: D

629-600: D-

599-0: F

Academic Dishonest Policy

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

Academic Dishonesty Policy (in part)

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 which is completed outside of the classroom;
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or
- 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; or
- 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.

Schedule (subject to change)

8/25 Syllabus, Intro, Impromptu

8/27 Anxiety, Speech Design/Outline (Chapter 12)

9/1 Delivery (Chapter 13) **9/3** Inspirational Speech

9/8 Team 1 – Inform & Persuade (Chapter 11)

9/10 Team 2 Listening (Chapter 3)

9/15 & 9/17 Text Analysis Speech

9/22 Team 3 -Business & Professional Excellence in the Workplace (Chapter 1)

Team 4 – Verbal & Nonverbal (Chapter 2)

9/24 Team 5 – Business & Professional Writing (Chapter 9) and

Team 6 - Technology in Workplace (Chapter 8)

9/29 & 10/1 PR & Social Media Speech

10/6 Break

10/8 Group Presentation/Assign Groups/Topics

Bring computer for topic ideas and research

10/13 Interpersonal Communication at Work (Chapter 6)

10/15 Diverse Workplace (Chapter 5)

10/20 & 10/22 Group Dress Rehearsal

10/27 & 10/29 Group Presentation

11/3 Strengthening Teams & Conducting Meetings (Chapter 7)

11/5 Team 7 – Leadership & Conflict Management (Chapter 10)

11/10 Team 8 – Resumes, Interviews & Negotiation (Chapter 4)

11/12 Team 9 – Work-Life Balance (Chapter 14)

11/17 & 11/19 – Civic Issue Speech

11/24 Interviewing Skills **11/26** – Thanksgiving

12/1 & 12/3 Special Occasion Speech

12/ 8 (1-3PM) Speaker Evaluation