301-01 Presentational Speaking Communication

Jennifer Tighe

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Course: Presentational Speaking Comm 301
Instructor: Jenny Tighe
Office Hours: MWF 10am – 11am; Tuesday 9am-12 pm; other hours by appt.
Office: 309 Schott Hall
Phone: 745-3832 Fax: 745-3705
Email: tighe@xavier.edu

Course Description: Preparation and delivery of oral presentations for business professions, civic, and religious organizations. Emphasis is placed on audience adaptation, situational analysis, research, persuasion, and use of media to communicate messages.

Course Goals:
By the end of this course:
1. Students will become effective speakers with the ability to analyze an audience and adapt their message to the audience.
2. They will also know how to deliver messages in a variety of face-to-face and online situations.
3. They will understand the difference between public and presentational speaking and have the ability to manage question and answer sessions as well as the interactive nature of a presentational environment.
4. Students will conduct research to develop strong arguments and clarify ideas.

* The course curriculum assumes you have had a basic oral communication course such as Comm101. If this is not the case see the instructor immediately.

Course Materials
Text – O’Hair, Stewart, and Rubenstein: “A Speaker’s Guidebook: Text and Reference.” 5th ed. (Required) You may purchase a paper text or an e-text.

PC/MAC requirements: This course demands access to a certain level of technology. All Xavier PC’s meet this requirement. If you choose to use your own equipment please ensure your computer meets the requirements outlined on this website. https://support.zoom.us/hc/en-us/articles/201362023-System-Requirements-for-PC-and-Mac
This is particularly important for mediated presentations requiring ZOOM.

General Requirements:
Attendance/Participation: Comm 301 demands a high level of participation from students. Attendance is mandatory. Each week there will be class participation points given for impromptu exercises or critical feedback given to peers. Your involvement in class activities greatly determines the success of this class. Speakers need listeners!
If you foresee a problem with the scheduled class time please drop the course immediately. Conflicting work schedules, other personal commitments, or an unwillingness to participate during class time will not be accommodated.

**In case of an emergency:** A severe medical emergency (hospitalization) or death in the immediate family will be accommodated. Please contact me before missing class if possible.

**If a major assignment is missed** due to an extreme emergency the assignment will be taped and loaded to Canvas. There will be no exceptions to this make up policy. You will need to check out a camera and tripod from the Digital Media Lab. Load your presentation to your group file on Canvas and notify the instructor that your make-up presentation is available. There will be a 25% deduction for making up a presentation. You may only make up one assignment and it must be with approval of the instructor. Typically the presentation should be loaded by the next class period unless otherwise determined by the instructor.

**Absences** – 2 = no deduction; 3= partial final letter grade deduction (i.e. A- to B+); 4 = full letter grade deduction; 5= additional letter grade deduction; 6 = additional letter grade deduction.

**Tardiness:** Leaving early, arriving late, (10 minutes) or leaving in the middle of class more than three times will constitute an absence. Late arrival is extremely disruptive to the flow of this class. Please make every effort to be on time.

**University Business:** You may miss up to three classes due to Official University Business. All absences due to University Business must be submitted in writing at the beginning of the semester. All deadlines for assignments apply. Work must be submitted before missing class if missing class due to University Business.

**Assistance from the LAC:** Any student who feels they need an accommodation based on the impact of a documented disability should contact me personally to discuss your specific needs. Please also contact the Learning Assistance Center at 513-745-3280 on the 5th floor of the Conaton Learning Commons Rm 514, to coordinate reasonable accommodations.

**Xavier University's Academic Honesty Policy applies in this course:** "The pursuit of truth demands high standards of personal honesty. Academic and professional life requires a trust based upon integrity of the written and spoken word. Accordingly, violations of certain standards of ethical behavior will not be tolerated at Xavier University. These include theft, cheating, plagiarism, unauthorized assistance in assignments and tests, unauthorized copying of computer software, the falsification of results and material submitted in reports or admission and registration documents, and the falsification of any academic record including letters of recommendation.

All work submitted for academic evaluation must be the student’s own. Certainly, the activities of other scholars will influence all students. However, the direct and unattributed use of another's efforts is prohibited as is the use of any work untruthfully submitted as one’s own."
Penalties for violations of this policy may include one or more of the following: a zero for that assignment or test, an “F” in the course, an expulsion from the University. The dean of the college in which the student is enrolled is to be informed in writing of all such incidents, through the teacher has full authority to assign the grade for the assignment, test, or course. If disputes of interpretation arise, the student, faculty member, and chair should attempt to resolve the difficulty. If this is unsatisfactory, the dean will rule the matter. As a final appeal, the academic vice president will call a committee of tenured faculty for the purpose of making a final determination.”

In light of this policy all work submitted without referencing complete bibliographic information would receive a 0. Please cite all sources using APA format.

Class Participation:
Peer critiques: When your peers are presenting, you will be a member of their audience and provide critiques of their presentations. These critiques will be considered part of your participation grade. If you are absent on a day when others are speaking you will receive a 0 for class participation on that day. If you are present but do not complete the critiques you will also receive a 0 for participation that day.

Impromptu Speaking: There will be a large number of speaking opportunities in the classroom. If you are absent for a speaking opportunity where class participation is given you will receive a 0 for that day.

Canvas:
I will communicate via Canvas regarding this course. Please record your grades when assignments are returned. I will contact you via announcements on Canvas. Be sure to set your preferences on Canvas to receive information in a timely manner. Notifications can be sent to an email of your choice or social media. If you are not using Xavier mail as your primary email please be sure to point Xavier mail to your primary email account. https://canvas.xavier.edu/ is the direct address to Canvas.

Submitting work: All written work will be submitted on Canvas unless otherwise specified by your instructor. All written work should be typed, double-spaced and free of spelling and grammatical errors. There will be a 10% deduction for all work not submitted in this format.

Class Schedule and Assessments

The course is designed in 6 modules. Below you will find a general framework outlining what you can expect for each module. More detail will be given at the beginning of each module on Canvas. A specific course calendar of assignments will also be available on Canvas.

Comprehensive Assessments (CA): An assessment will be part of each module. There are times when the assessment may come at the beginning of the module and
times when it will be at the end. You will complete the assessment on Canvas. The
goal of the CA is to link what you are learning to the practical application of giving
presentations. Each assessment is valued at 15pts. A late CA submission will be
accepted up to 24 hours past the due date with a 5 pt deduction. CAs will not be
accepted for credit after the 24 hour late period. There are no other tests in this
course.

**Module #1 – Personal Branding Presentation**
Goals – Learn how to master impromptu speaking and design introductory
presentations. You will also understand the difference between public and
presentational speaking.
Dates: 8/25 – 9/12
Reading Material – Text: Ch.’s. 7, 6, p. 453 & class notes/handouts.

**Module #2 – Organizational Overview Presentation and Presentation
Rehearsal**
Goals – Perfect traditional presentational skills by presenting a poster presentation.
Improve organizational and outlining skills using oral communication. Research and
present on an organization of interest. Become competent in recording a rehearsal
presentation and loading it to Canvas.
Dates: 9/15 – 10/3
Reading Material – Text: Ch.’s 12, 13, 14, 15, 16 & class notes/handouts

**Module #3 – Training Sessions**
Goals – Learn to implement the ADDIE model as a training tool. Gain an
understanding of training/consulting as a profession.
Dates: 10/6 – 10/24 (no class 10/7)
Reading Material – Text Ch.’s 18, 19, 20, 21, 22, 23 & class notes/handouts

**Module #4 – Staff Reports in a symposium format**
Goals – Become competent in presenting in a mediated environment. Learn how to
manage question and answer sessions effectively. Communicate effectively in group
presentations.
Dates: 10/27 – 11/12
Reading Material – Text Ch. 30, Appendices A and B, p. 475 - 476, 510 Ch. 8; & class
notes/handouts

**Module #5 – Sales/Proposals – Webinars**
Goals – Develop and present a webinar focused on sales or presenting a proposal. Be
able to manage the technology from the inception of the meeting to the close. Learn
how to influence others without the advantage of face-to-face communication.
Dates: 11/17 – 12/8 (no class 11/26, 28)
Reading Material – Text Ch.’s 25, 26, 27, 29 & class notes/handouts
Module #6 – Progress Reports
Goals – Present, in a concise and clear manner, achievements that have been made toward goal attainment. Learn how to measure effectiveness and communicate action steps to be taken in the future.
Dates: 12/10 – including final exam time F 12/19 @ 10:00 am – 11:50 am.
Reading Material – Text p. 476, 477 & class notes/handouts

Grading: To receive a passing grade, each student must satisfy all requirements. The plus/minus system will apply in this course. To calculate your grade, add your total points and divide by the total points available for the course. Follow a traditional scale where 90% is the lowest A- etc.

Presentations will be valued as follows:  My Score

Module I: Personal Branding Presentation: 25pts

Module II: Organizational Overview: 100pts
Presentation rehearsal: 20pts

Module III: Training Session: 100pts

Module IV: Staff Report/ Symposium: 50pts

Module V: Sales/Proposal Webinar: 100pts

Module VI: Progress Report: 25pts

All presentations will be taped and reviewed on Canvas.

Comprehension Assessments = 55pts 1.____ 2.____ 3.____ 4.____ 5.____

total: __________

Class Participation: Peer Critiques and Impromptus = 25pts __________

Total: 500pts.  Your total: __________
**Grading scale:**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A: 93% and above</td>
<td>465 and above</td>
</tr>
<tr>
<td>A-: 90%-92%</td>
<td>464-450</td>
</tr>
<tr>
<td>B+: 87%-89%</td>
<td>449 – 435</td>
</tr>
<tr>
<td>B: 83%-86%</td>
<td>434 – 415</td>
</tr>
<tr>
<td>B-: 80%-82%</td>
<td>414 – 400</td>
</tr>
<tr>
<td>C+: 77%-79%</td>
<td>399 – 385</td>
</tr>
<tr>
<td>C: 73%-76%</td>
<td>384 – 365</td>
</tr>
<tr>
<td>C-: 70%-72%</td>
<td>364 – 350</td>
</tr>
<tr>
<td>D+: 67%-69%</td>
<td>349 – 335</td>
</tr>
<tr>
<td>D: 63%-66%</td>
<td>334 – 315</td>
</tr>
<tr>
<td>D-: 60%-62%</td>
<td>314 – 300</td>
</tr>
<tr>
<td>F: 59% or lower</td>
<td>299 and below</td>
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</tbody>
</table>

To determine your grade at any time during the course add your assignment points, divide by the course points, refer to the percentage scale to see your grade.

The instructor calculates grades at midterm and the end of the semester. Use this point scale at the end of the semester to determine your grade.

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**A word of advice** – learning in this course is guided and at times self-directed. I am a resource, available to you during and outside of class-time. Expect to spend a fair amount of time practicing techniques, organizing oral messages and learning new technology. Process is very important – your finished presentation is only part of the learning experience.

In close I would like to say I am really looking forward to our time together this semester. Communication Arts Xavier Alumni indicate that they use their presentational speaking skills on a weekly if not daily basis. I am happy I have this opportunity to work with you on this very important skill set.