

**DEPARTMENT OF
COMMUNICATION
COMM 145 B
FUNDAMENTALS OF PUBLIC
SPEAKING AND
COMMUNICATION: Business
Version**

WESTERN KENTUCKY
SPRING 2018 SYLLABUS

INSTRUCTOR:	S. Gayle Allison, MA
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OFFICE HOURS:	T 7:15-7:45 am, 2:15-4:00 pm W 10:00-11:30 am TR 7:15-7:45 am, 2: – 4:00 pm Or by Appointment

COURSE DESCRIPTION

COMM 145B – Fundamentals of Public Speaking and Communication: Business Version is designed to increase your understanding of the principles and processes of communicating effectively in a variety of contexts with special focus on the business context and to facilitate development of your skills in public communication, listening, group communication, and interpersonal communication. This is done through a combination of speaking, listening, writing, and reading assignments. Specifically, you will outline, develop, and deliver extemporaneous speeches incorporating relevant sources. You will learn how to develop and deliver messages that are appropriate and effective for the audience, purpose, and context. The assignments are designed to develop your understanding and skills progressively throughout the semester. When you leave the course, you should be sufficiently armed with a basic understanding of public speaking and with an awareness of other important communication skills so that you can continue to develop effective communication behaviors throughout your life in business as well as other contexts. COMM 14B is part of the Colonnade and fulfills the Human Communication requirement (Foundations category).

COURSE OBJECTIVES

Colonnade learning objectives for Human Communication:

Learning Objective 1: Students will demonstrate the ability to listen and speak competently in a variety of communication contexts, which may include public, interpersonal, and/or small-group settings.

Learning Objective 2: Students will demonstrate the ability to find, analyze, evaluate, and cite pertinent primary and secondary sources, including academic databases, to prepare speeches and written texts.

Learning Objective 3: Students will demonstrate the ability to identify, analyze, and evaluate statements, assumptions, and conclusions representing diverse points of view, and construct informed, sustained, and ethical arguments in response.

Learning Objective 4: Students will demonstrate the ability to plan, organize, revise, practice, edit, and proofread to improve the development and clarity of ideas.

Students will also be able to:

- Design and deliver messages appropriate to various audiences and occasions, with specific focus on the business context.
- Communicate a clear thesis and purpose.
- Research, evaluate, and incorporate supporting material.
- Construct and deliver organized presentations with well-developed introductions, main points, conclusions, and transitions.

- Deliver speeches using appropriate and effective vocal and physical behaviors to enhance messages (e.g. vocal variety, articulation, and movements).
- Demonstrate understanding of the communication process.
- Acquire skills to communicate with others, both publicly and interpersonally.
- Understand and identify the basic principles of effective group communication and listening.

Required Text: Edwards, A., Edwards, C, Myers, S.A., Quintanilla, K. M., Wahl, S. T., (2016). Fundamentals of Public Speaking and Communication. Custom Edition. ISBN:978-1-5063-5640-2.

ATTENDANCE

Penalty for Nonattendance

We learn to communicate by communicating and by observing others; therefore, your attendance is absolutely essential. I expect you to be in class each day. The penalty guidelines are described below:

1. The final semester grade for a 3-day a week class will be reduced **10 points** (out of the 800 point scale) for each unexcused absence over 1.
2. The final semester grade for a 2-day a week class will be reduced **15 points** (out of the 800 point scale) for each unexcused absence over 1.
3. The final semester grade for a weekly class will be reduced **20 points** (out of the 800 point scale) for each unexcused absence over 1.

BONUS

Perfect attendance adds **15 points** to your final grade point value. The 15 bonus points does not apply if a class is missed and a deduction is not taken because only one class is missed even though it is excused. This bonus is strictly for perfect attendance.

Penalty for Tardiness

Not only are you expected to be in class each day, but you also need to be on time. Tardiness is unprofessional and disruptive. Attendance is defined not only as being present in class, but being present within 5 minutes of the start of class through the completion of the class session. Unexcused tardiness may be penalized by not being allowed to make up work done in class prior to your arrival and may lead to the same point deduction as an unexcused absence. If you come to class after the roll has been taken, it is your responsibility to notify me after class that you were present.

Excused Absence Policy

Speeches, homework, and in-class assignments cannot be made up unless I officially excuse your absence, which means you must provide me with proper documentation. You are responsible for contacting me regarding any excused absence. You must present written documentation in advance of an absence for a university-sponsored event and the day you return to class for any other absence or it will be counted as unexcused. Approved make-up work is due the first class meeting of your return. For presentations, the speech order is determined in advance; therefore, if you are traveling for a university related event, you must swap places with a speaker going on an earlier day. **In-class activities cannot be made up even with an excuse as many of these are group activities.**

An excused absence is defined as:

1. Illness of the student or serious illness of a member of the student's immediate family,
2. The death of a member of the student's immediate family,

3. Trips for members of student organizations sponsored by an academic unit, trips for University classes, and trips for participation in intercollegiate academic or athletic events,
4. Major religious holidays.

RESPONSIBILITIES OF A COMPETENT COMMUNICATOR

In order to build an open, professional classroom atmosphere everyone should follow certain ground rules. These rules of civility include but are not limited to:

1. **Displaying respect** for all members of the classroom community, both your instructor and fellow students, and including their expression of ideas.
2. **Paying attention to and participating** in lectures, group activities, presentations, and other exercises.
3. **Avoiding unnecessary disruptions** during class such as ringing cell phones (turn them off before class), **text messaging**, private conversations, reading newspapers, and doing work for other classes.
4. **Avoiding negative, disrespectful or derogatory language** on the basis of race, color, national or ethnic origin, religion, sex, disability, age, sexual orientation, or veteran status that may unnecessarily exclude or affect members of our campus and classroom community.

Cell Phone Policy

Due to recent advances in technology, cell phones, Ipods, pagers, etc. will not be allowed out during class time. Cell phones shall not be used for any purpose during class time unless otherwise signified by your teacher for instructional purposes. Any student with a cell phone in hand or on his or her desk during class time will be asked to leave class and will be counted absent for that day. This policy applies during student presentations as well as during lecture and discussion. Any student using a cell phone during an exam will receive a zero on that exam and may be subject to other university discipline.

Laptop/Tablet Policy

Using a laptop or tablet to take notes during class can be very effective. However, when students use their laptop or tablet to check their e-mail, check their social networking account, instant message, surf the web, and/or play games during class it can be distracting to classmates and hinder the note-taking process. Therefore, students who choose to use a laptop or tablet to take notes will be required to sit in the front row of the classroom.

ACADEMIC OFFENSES: PLAGIARISM AND CHEATING

It is expected that all of the individual assignments you complete for COMM 145 (and in all of your other courses) are always your own work. However, many students are not sure exactly what “your own work” means, so, please read again the information on plagiarism and cheating from your student handbook (<http://www.wku.edu/handbook/>, p. 32). Aside from copying work, **plagiarism includes incorrectly citing sources or presenting someone’s information as your own**, without crediting the source. To avoid this, you should carefully make notes to keep track of where you obtained your information. In written form, you must use quotation marks when referring to another’s work. In a speech where you are paraphrasing, you can say “According to... (give name)...” It does not take much effort to make sure you follow the rules for using another’s thoughts.

YOU ARE RESPONSIBLE for telling your audience or reader whether you are:

1. directly quoting from a source
2. paraphrasing closely from a source, which means using significant portions of another source’s sentences or language
3. using the ideas advanced by a different source

Plagiarism Detection

In this course we will be using an electronic plagiarism detection tool (SafeAssign within BlackBoard) to confirm that you have used sources accurately in your speeches and outlines. All assignments are subject to submission for text similarity review to one of these plagiarism detection tools. Assignments submitted to SafeAssign will be included as source documents in SafeAssign's restricted access database solely for the purpose of detecting plagiarism in such documents. I will provide specific instructions in class on how to submit your speech outlines for electronic plagiarism review.

Penalty for Academic Dishonesty

Western Kentucky University and the Department of Communication are committed to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating on an exam, or purchasing papers, speeches, or other assignments will immediately receive a failing grade on the assignment and potentially in the course, and will be reported for disciplinary action. **Falsified medical excuses** and presenting another student's work as your own fall within the guidelines of this academic integrity policy.

As you can see, these are extreme measures for academic offenses that we believe are serious. If you have any questions about whether you may be plagiarizing in your work, please be sure to contact me well in advance of the due date for your assignment.

IF YOU NEED HELP

WKU is committed to fostering a safe, productive learning environment. Title IX makes it clear that violence and harassment based on sex and gender is a Civil Rights offense subject to the same kinds of accountability and support applied against other protected categories such as race, national origin, and religion.

If you have experienced any form of sexual misconduct (sexual assault, stalking, domestic or dating violence) we encourage you to report this to the University. Please understand WKU is legally obligated to respond to reports of sexual misconduct and cannot guarantee the confidentiality of a report, unless made to a confidential resource. You can speak confidentially with the **Counseling and Testing Center, 270-745-3159; Talley Family Clinic, 270-745-4204; and Hope Harbor, 270-782-5014. I am not a confidential resource. I must inform the university if you share with me an incident has occurred.** You have the right to maintain your privacy. **I will report only what you share with me to the Office of Student Conduct.** We report to make sure you have all the support and help you need, both on campus and in our community..

For more information about our policies and resources or about reporting options, please visit:

<https://www.wku.edu/eoo/documents/titleix/titleixmandatoryreportingguidelines.pdf> and
<https://www.wku.edu/eoo/documents/titleix/wkutitleixresources.pdf>; <https://www.wku.edu/studentconduct/>

Student Accessibility Resource Center

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. The phone number is 270.745.5004 [270.745.5121 V/TDD] or email at sarc@wku.edu. Please do not request accommodations directly from the professor or instructor without a letter of accommodation (LOA) from The Student Accessibility Resource Center.

The Learning Center

Should you require academic assistance with your WKU courses, The Learning Center (located in the Downing Student Union, 2141) provides free supplemental education programs for all currently enrolled WKU students. TLC @ Downing Student Union offers certified, one-on-one tutoring in by appointment or walk in. TLC is also a quiet study area (with side

rooms designated for peer-to-peer tutoring) and offers a thirty-two machine Dell computer lab to complete academic coursework. Please contact TLC @ Downing Student Union for more information or to schedule a tutoring appointment.

www.wku.edu/tlc

(270) 745-5065

TLC @ DSU

Monday – Thursday 10:00 am – 7:00 pm

Friday 10:00 am – 2:00 pm

Research Appointments with your Personal Librarian

At WKU Libraries, your Personal Librarians are always ready to help! We have librarians for every program on campus, plus Special Collection librarians and archivists. Their goal is to save you time and help you be successful on term papers and other projects by showing you what you need to know to get started and be successful. Start your research by scheduling an appointment with your Personal Librarian. Find them at

http://www.wku.edu/library/dlps/subj_lib_subject.php, call Helm-Cravens Reference Desk at 270-745-6125, or email web.reference@wku.edu.

ASSIGNMENTS

YOU MUST PRESENT YOUR SPEECH ON THE DAY ASSIGNED. IF YOU MISS CLASS FOR AN UNEXCUSED ABSENCE OR ARE NOT PREPARED TO SPEAK ON YOUR SPEECH DAY AND DO NOT PRESENT AS SCHEDULED, YOU WILL RECEIVE A 0 FOR THAT SPEECH ASSIGNMENT.

- **Basic Requirements:** This semester there will be three graded speech assignments. You are expected to use topics of your own choice, which meet the guidelines for the specific speech assignment. Each speech has a time limit allowing all class speakers to complete the assignment on schedule and to give you practice in fitting materials into a given time allotment. Speaking too long or not long enough means your speech does not meet the requirements of the assignment. As you prepare your speech, please allow enough time to practice orally so that you can meet these time limits.
- **Outlines:** Outlines are required for each of the graded speeches. **Late outlines will receive comments from your instructor but will not be assigned points.** The outline should include: specific purpose, central idea, a sentence outline of the speech, a list of sources (bibliography) you used in the preparation of the speech, & any other form your instructor may assign.

Speech 1: BIZ+ Report (1-2 minutes)

A “report” is a very common kind of presentation in many workplaces. A report is simply giving your audience an account of something you have done or learned. This assignment requires you to locate, read & analyze, and report to your classmates about an article regarding a recent event or topic that interests you from the world of business.

Step 1-Locate, Read & Analyze an Article

Browse WKU Library's databases: locate an article on a business-related topic that you find interesting (try to find something published within the last 18 months, so it will be current.) For example, if you are interested in sports, you might look for articles that connect "business plus sports." If you're interested in new business ideas, you might simply search on the phrase "new business ideas" to see what you can find.

Carefully read the article you have chosen. Find the main idea that the writer is trying to communicate. Label this the "central idea" and type it at the top of the page. List the main points of the article underneath. Make sure that the points accurately summarize and emphasize the key contents of the article.

Print a hard copy of the article you choose. Print your analysis (see above) and attach it to your article.

You will turn these materials in at the time you deliver your report. **Step 2-Plan Your Report**

Create a brief *introduction*. The introduction should include:

- the author of the article
- the title of the article, and where and when it was published
- explanation of why this topic interests you and suggest why your audience might be interested

For the *body* of your report, clearly identify the article's one main idea and the main points, providing details necessary to make the information as clear as possible. Create a brief *conclusion* which summarizes the body of your report.

Additionally, you will need *one* PowerPoint slide, highlighting some significant information. There are a couple of options here-you may choose to include either the required information from the introduction or from the body. Please keep in mind the guidelines we have discussed in class (and from reading your textbook) in regard to creating an effective visual aid.

Step 3-Deliver Your Report

Plan to speak for *at least one minute and no longer than two*. *You will need to practice out loud to check your timing*. Do not write a script! Instead, use notecards to remind yourself what you have planned to say. Speak conversationally, be loud enough to be heard easily by everyone in the room, and look at your listeners while speaking.

Presentation I (Informative Business Presentation 4-5 minutes)

Assignment:

You will prepare and deliver a 4 to 5 minute informative business presentation on a topic of your choosing, while keeping in mind the guidelines listed below. Develop a well-organized presentation with an appropriate organizational pattern, credible sources, and skillful delivery. This speech requires you to use a visual aid and complete a self-evaluation following your presentation.

General Requirements:

- A minimum of three primary sources should be verbally cited within the presentation. Acceptable sources include: trade magazines, journals, newspaper articles, expert interviews, etc. Only one, credible website is allowed (this does not include accessing articles through the library research databases).
- Typed Works Cited (Reference) page in appropriate format
- Outline
- Visual Aid

- Self-Evaluation assignment (refer to Self-Evaluation handout for specific instructions and due date)

Topic Selection:

Your topic is due in advance of your presentation. To assure that you receive appropriate feedback in regard to your topic, you should come to class on _____ with your finalized **topic and specific purpose**.

You will have the opportunity to share in groups, and follow up with me. This assignment does count as part of your homework/participation grade for the semester. If the assignment is not complete in preparation for this day, you will not be able to participate, and therefore, will receive a zero on this assignment.

Sample Topics to Consider:

- Demonstrate a process used in a past or current job.
- Profile a business leader whom interests you, an entrepreneur or inventor, with particular emphasis on whatever accomplishments or personal philosophy have made him/her noteworthy
- Present information about a company that interests you (includes history of the company, marketing, distribution, employee requirements, benefits)
- Describe the aspects of how a particular charitable organization works (Red Cross, Goodwill)
- Train the audience to perform a particular task related to a field of your interest (how to obtain a real estate license, market a house, administer a shot to animals, etc).

Reminders:

1. Appropriate Topic-Choose a topic that is business related and interesting to the audience. Your topic should not be too technical.
2. Effective use of visual aids- Prepare appropriate visual aid(s) with guidelines as discussed.
3. Effective Delivery Style-When delivering your message, maintain eye contact with audience, be conversational and smile.
4. Self-Evaluation-Take the time to sincerely reflect on what went right, (and what didn't).
5. Research Citations-Don't forget to integrate and cite your resources during your delivery!
6. Practice, practice, practice-This is a timed presentation of 4-5 minutes.

Presentation 2 (Persuasive Speaking Assignment 5-6 minutes)

You will prepare and deliver a persuasive business presentation to change or strengthen an audience's beliefs/attitudes or shape the audience's behavior based on the list of topics below. The presentation can persuade the audience to buy, give, act, think, or feel. Develop a well-organized presentation with an appropriate organizational pattern, credible sources, and skillful delivery. This speech requires you to use a visual aid and complete a self-evaluation following your presentation.

General Requirements:

- A minimum of four primary sources should be verbally cited within the presentation. Acceptable sources include: trade magazines, journals, newspaper articles, expert interviews, etc. Only one, credible website is allowed (this does not include accessing articles through the library research databases).
- Typed Works Cited (Reference) page in appropriate format
- Outline
- Visual Aid
- Self-Evaluation assignment (refer to Self-Evaluation handout for specific instructions and due date)

Topic Selection:

Your topic is due in advance of your presentation. To assure that you receive appropriate feedback in regard to your topic, you should come to class on _____ with your finalized **topic and specific purpose**.

You will have the opportunity to share in groups, and follow up with me. This assignment does count as part of your homework/participation grade for the semester. If the assignment is not complete in preparation for this day, you will not be able to participate, and therefore, will receive a zero on this assignment.

Sample Topics to Consider:

- Convince the audience to buy your favorite product or service.
- Recruit listeners to join a business you are familiar with or involved with, Chamber of Commerce.
- Convince your listeners to donate to your favorite charitable organization (Why should I donate to an organization that is not necessarily mainstream?)
- Convince listeners to apply for a job at a particular organization.
- Make a sales presentation to potential customers.
- Convince the group to hire you.

Reminders:

1. Organization-Begin with an attention-getting introduction. Tie the material together with an effective conclusion. The speech should follow a clear persuasive organizational pattern. The speech should include effective utilization of transitions.
2. Evidence-Support your main points with adequate developmental material. You must cite at least four different sources.
3. Logical Reasoning-Illustrate the use of logical reasoning to clearly get your ideas across to the audience.
4. Extemporaneous Style of Delivery- This speech should be on a topic that you are familiar with so you should not have to rely exclusively on your notes. Speak intelligibly, avoid distracting mannerisms, and maintain eye contact with your listeners.
5. Practice, practice, practice-This is a timed 4-6 minute presentation. 6. Self-Evaluation-Take the time to sincerely reflect on what went right, (and what didn't).

Speech Contest over Persuasive Presentation!

The Department of Communication will be sponsoring a speech contest for the COMM 145 courses (regular and "business" sections) offered by the department. Instructors will select one student for each section she/he teaches based on their persuasive speech to represent their classes in this competition. The class representatives

will compete in the contest, which will take place during the last two weeks of the semester. The top three places in the final round for both COMM 145 regular and “business” sections will receive monetary awards yet to be determined.

Communication Theory/Business Context Paper

Based on the chapters in the textbook, select a theory or business communication topic you are interested in and write a 3-4 page paper (double spaced). Explain why you selected this topic and why it represents an important area in which to study/learn about communication in the business context. Include a minimum of three sources cited within the text of your paper (preferably communication journals or books; the textbook does not count as one of your 3 sources). Discuss what Communication scholars have learned about your topic that could be relevant to your own experiences (give examples). Also discuss what you learned about communication in the business context from your research (how this will be useful in your career etc). The paper will be graded on content, organization, and writing. Please include an introduction, clearly organized and supported paragraphs in the body of the paper (please use topic sentences), a conclusion, and source citation along with a bibliography in APA format. You will be presenting your paper informally to the class so that everyone can learn about your topic. Please include relevant/interesting information about your topic from your research as well as how your topic contributes to the study of communication in the business context. The presentations should be 2-3 minutes.

Self-Evaluation

Each student will complete at least one self-evaluation of a speech in GoReact. This evaluation will at least be done for the persuasive presentation and may also be done for prior speeches.

Homework, In-Class Activities, and Participation

A portion of your course grade comes from various assignments I give throughout the semester. These activities are both in and out of class, and require you to apply the course material. These activities may include: In the News – an oral Briefing of a business article/business topic in the news, the ACRONYM impromptu speech, professional speaker observations, case studies, assessments, and other activities as assigned.

Examinations

Exams and/or quizzes will be used to gauge your understanding of the course material. The testing (exams and quizzes) schedule is located on the tentative daily schedule, but unscheduled quizzes may be given to assess your understanding of the chapter materials. Please come to class having read the chapter we are covering. Exams and quizzes may include various question formats. Quizzes and Exams are in Blackboard so you will need a computer or a cell phone that is capable of test taking.

GRADING POLICY MAJOR COURSE ASSIGNMENTS

BIZ+ Report **50 pts.**

Presentation I

Outline 25
Presentation 100

Total **125 pts**

Presentation II

Outline 25
Presentation 100
Self-Evaluations 25

Total **150 pts**

Exams and Quizzes **230 pts**

Communication Theory/Business Context Paper **100 pts.**

Theory/Business Context Presentation **50 pts.**

Homework & In-Class Activities **95 pts**

This may include analyzing speeches, group work, non-verbal activities, research, critiquing a movie or playing a game.

TOTAL: 800 pts

Opportunities for extra credit will be available throughout the semester but will only be available at professor's discretion.

In-class speaking assignments/communication activities

Evaluation of outside speaker

Speech preparation activities

End of chapter exercises

Participation in departmental research

FINAL GRADE SCALE

A =	800—720 pts	(90% – 100%)
B =	719—640 pts	(80% – 89%)
C =	639—560 pts	(70% – 79%)
D =	559—480 pts	(60% -- 69%)
F =	Below 479	(Below 60%)

Revised 1/1/2018

(This page is intentionally left blank for two sided printing. Please delete if printing this syllabus on only one side of each sheet of paper.)

(Print this page, sign, and give to your instructor.)

Discussing Grades

You may be able to check your grades in an online grade book on BlackBoard if your instructor uses the BlackBoard course management system. Of course, you can ask your instructor about grades via e-mail, but your instructor is not allowed by law to reply in any detail using e-mail, unless he/she has your written signature. This is to protect your privacy. E-mail is not a secured/private form of communication. Therefore, please print this form, complete it below, and submit it to your instructor for her/his records.

Read and initial EITHER A or B:

A. "I give my consent to the instructor to discuss my course grades with me via e-mail." _____ (Initial)

OR

B. "I prefer the following method for discussing course grades (e.g., phone call, wait for registrar's notice at end of term; Choice is subject to negotiation of a mutually acceptable method)." _____ (Initial)

Name Method: _____

"I will promptly notify the instructor in writing (via signed written notice AND receipted e-mail) of any change in my wishes."

Student Signature

Date

Student Name Printed