

# **BUSINESS AND PROFESSIONAL SPEAKING COMM 103 Section**

**204 Spring 2019**

Tuesdays and Thursdays 10 a.m.- 11:15 a.m. in WTC Room 010

**Instructor: DANN GIRE**

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**Textbook:** "A Speakers Guidebook," seventh edition by Dan O'Hair, Rob Stewart, Hannah Rubenstein (ISBN13 – 978-1319059415)

## **Course description**

Business and Professional Speaking offers training and experience in researching, organizing, writing and delivering speeches with emphasis on non-verbal communication, relevant content and increased vocal qualities. You also will learn to be a thoughtful and critical listener. You will also learn proper educated English in constructing clear, concise, accurate and ethical speeches of the sort you will benefit from in professional settings.

***As a speaker,*** you will develop a sense of self confidence through understanding the disciplines of rhetoric and the art of public speaking. You will demonstrate this knowledge by:

- 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 active verbs and lively language.
- Analyzing your audience members and using proper methods to target a speech to them.

***As a listener,*** you will be responsible for:

- Critiquing speeches based on the guidelines for proper public discourse. •

Expressing your evaluations of a speech.

- Conducting all this in a constructive, supportive manner.

**SPECIAL NOTE:** Each class comes with different personalities and different communication training needs. This syllabus WILL be adjusted from week to week to accommodate those specific needs, plus to allow for periodic guest speakers, plus to be flexible to allow discussion of current events involving public speaking. It will be YOUR responsibility to keep up with all changes in the syllabus. Reading assignments will be issued weekly once students have access to the textbook. Be prepared to deliver a brief impromptu speech on current events of interest at the start of class when time permits.

## **Grading**

Students will be graded based on four speech presentations, a written report evaluating a speech, and classroom participation. Semester grades use a 1,000-point scale.

Informative Speech: 100 points

Elevator Speech 100 points

Speech to Persuade: 200 points

Written Speech Analysis: 200 points

Visual Aids Speech 100 points

Final 100 points

Classroom Attendance and Participation: 200 points

**NOTE:** All speeches must be accompanied by an outline and a bibliography. Failure to give the instructor an outline and bibliography on the day of the presentation will result in a reduction of one letter grade. The outline should be neatly typed on paper PLUS a copy emailed to the instructor at [dgire@luc.edu](mailto:dgire@luc.edu).

### **Speech Grade Criteria:**

Speeches will be scored on speaker's posture/poise, eye-contact with audience, speech content (organization, clarity, conciseness, word choice, research if applicable), vocal qualities (appropriate volume, enunciation, phrasing, tone) and gestures/body movement. Quizzes may be rolled into Class Participation scores.

### **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 639-600: D- 599-0: F

### **Attendance**

You will be expected to participate in class discussions and projects, some of which cannot be replicated out of class. Participation accounts for 20% of your final grade. If you sit silently, or speak only when called on, you will likely not receive the highest points for Class Participation.

An unexcused absence on the scheduled day of your presentation will earn a zero score on your presentation. If your absence falls on a day when fellow students speak, your most recent score will be reduced the equivalent of one letter. If you cannot attend class, please call or e-mail the instructor beforehand. If you have more than four absences during the semester, your final grade will be reduced by a full letter, unless medical documentation proves the necessity of the absence. Student athletes or others who must miss class because of university business, must provide pertinent, proper documentation for absence. To be clear: It is unreasonable and unfair for students with absences to expect to receive Class Participation scores similar to those students with perfect or near-perfect attendance.

### **Academic Dishonesty Policy**

Plagiarism will not be allowed. Cases of plagiarism will be reported to the Dean of Students and the plagiarist will automatically receive a failing grade for the class. Producing forged or manufactured documents will result in the same outcome.

### **Additional Classroom Policies**

- Students must engage in discussions to maximize learning and final grades.
- No late assignments will be accepted.

- All written assignments must be typed, double-spaced and proofread, then submitted in class on paper PLUS emailed to the instructor at dgire@luc.edu.
- Please turn off all electronic devices. However, laptops may be used only for taking notes. Please, no emailing, updating Facebook or playing Call of Duty.

### **SCHEDULE:**

#### **Week 1:** Jan. 15, 17

Introduction. Review of syllabus. Student info sheet. Deliver In-class Personal Speech. Overview of: informative vs. persuasive speeches; Audience analysis; Topic selection; reference and research; vocal delivery. Critical Thinking Skills prep. Ethical Responsibilities of a Speaker. *Assignment:* 1-2 minute speech on ONE of the 100 Best American Companies to Work For. Criteria TBA.

#### **Week 2:** Jan. 22, 24

Wrap up baseline Speech to Inform: One of the 100 Best American Companies to Work For. Class analysis. Choose topic for graded Speech to Inform 4 minutes to 5 minutes. Coping with performance anxiety; what makes good speeches. Reading assignment TBA.

#### **Week 3:** Jan. 29, 31

Graded Speech to Inform begins and wraps with student feedback, Reading assignment TBA.

#### **Week 4:** Feb. 5, 7

Preparing for Graded Speech 2: The Elevator Speech. Practice runs. ONE:

#### **Week 5:** Feb. 12, 14

Execution of Graded Speech 2: The Elevator Speech. 1:30 to 2 minutes.

#### **Week 6:** Feb. 19, 21

Interpersonal Communications for Business Oriented Majors: Guest speaker Douglas Meneely (former Vice President/Human Resources for the international Alberto Culver Company). How to Fire an Employee. What not to do or say when being fired, terminated, reassigned, downsized or furloughed. Written analysis of his presentation.

#### **Week 7:** Feb. 26, March 2

Preparing for the Speech to Persuade. The Monroe Motivational Sequence. Professor Harold Hill guest speaker.

#### **Week 8:** March 5, 7

NO CLASS – spring break.

#### **Week 9:** March 12, 14

Execution of the Graded Speech Three: The Speech to Persuade 3-4 minutes. Student evaluations required. Reading assignment TBA.

#### **Week 10:** March 19, 21

Ethics in the Speech World. Analysis. In-class writing project: The ethics of subliminal advertising in the business world.

**Week 11:** March 26, 28

Prepping for Speech 4: The Speech To Demonstrate With Visual Aids. Start execution of speeches.

**Week 12:** April 2, 4

Wrap up Speech With Visual Aids. Special occasion speeches in business.

**Week 13:** April 9, 11

Guest speaker(s) to Be Announced.

**Week 14:** April 16, 18

Written analysis of LINCOLN speech in class. 200 points.

**Week 15:** April 23, 25

Final Personal Speech (1-2 minutes) on Future Topic. Finals preparation; makeup project or speeches if approved.

**FINALS!** April 30 at 1 p.m. in Room 010.

**About your instructor:**

Chicago Daily Herald film critic Dann Gire has taught **Speech-Communications** at Eastern Illinois University, **English and Journalism** at William Rainey Harper College, **Journalism** at Aurora University and at Chicago's Columbia College. He also served as the faculty advisor to the Harper College student newspaper, 2000-2006. At the Daily Herald, he has been a government reporter, crime reporter, Metro Desk reporter (assigned to the Cook County Criminal Courts) and film critic, winning the prestigious Peter Lisagor Award for Exemplary Journalism in Arts Criticism 9 times. He has been a fill-in talk show host for WLS-Talk Radio 890 AM and became Fox 32 Chicago TV News' first on-air film critic. Gire holds bachelors and masters degrees in Speech-Communications from Eastern Illinois University. Since 2006, Gire and James Bond novelist/film historian Raymond Benson continue to present monthly programs titled "Dann & Raymond's Movie Club" at Chicago-area libraries.