

**BUSINESS AND PROFESSIONAL SPEAKING COMM 103 Section 211
FALL 2018**

Mondays, Wednesdays and Fridays 2:45 p.m.—3:35 p.m. in Room 010

Instructor: DANN GIRE

email: dgire@luc.edu. Phone: 847 650 4229 Office hours by appointment or after class when time permits.

Textbook: "Business Communication for Success" by Scott McLean

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 proper material to support the position.

choosing the

- Organizing your ideas in a logical, cogent manner.
- Writing clearly using active verbs and lively phrases.
- 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. evaluations of a speech.

• Expressing your

- Doing all this in a constructive, supportive manner.

SPECIAL NOTE: Each class comes with different personalities and different communication needs. This syllabus WILL be adjusted from week to week to accommodate those specific needs and possible guest speakers. It will be your responsibility to keep up with any changes in the syllabus. Reading assignments will be issued on a weekly basis once all students have access to the textbook. Be prepared to deliver a brief impromptu speech on a current event of interest to you at the start of every class. Just in case.

Grading

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

Informative Speech: 100 points

Speech to Persuade: 150 points

Textual Analysis Speech (May be replaced by a Business Report Speech)

200

points

Civic Issues Speech: 250 points

Speaker Evaluation Written Report: 100 points

Classroom Attendance and Participation: 200 points

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 and a copy emailed to the instructor at dgire@luc.edu.

Speech Grade Criteria:

Speeches will be graded 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.

Speech Grade Criteria:

Speeches will be graded 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.

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 be a regular participant in all we do, so 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 grade.

An unexcused absence on the scheduled day of your presentation will earn an F grade on your presentation. If your absence falls on a day when fellow students speak, your most recent grade will be marked down one letter. If you cannot attend class, call or e-mail the instructor beforehand. If you have more than four absences during the semester, your 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 and proper documentation for absence.

Academic Dishonesty Policy

Plagiarism will be reported to the Dean of Students and the plagiarist will automatically receive a failing grade. Producing forged or manufactured documents will result in the same punishment.

Additional Classroom Policies

- Students must engage in class discussions to maximize learning speech.
- 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.
 - Turn off cell phones and other electronic devices, however, laptops may be used only for taking notes. Please, no emailing, updating Facebook or playing Call of Duty games.

SCHEDULE:

Week 1: Aug. 27, 29, 31

Introduction; Review of syllabus; In-class exercises; informative vs. persuasive speeches. Audience analysis; Topic selection; reference and research. Critical Thinking Skills prep. Ethical Responsibilities of a Speaker. Preparing for Speech to Inform: One of the 100 Best American Companies to Work For

Week 2: Sept. 5, 7. (No meeting on Sept. 3)

Speech to Inform: One of the 100 Best American Companies to Work For. Class analysis. Read Chapter 15, Section 6 on "Media Interviews"

Week 3: Sept. 10, 12, 14

Discuss Media Interviews with ABC-TV example. Coping with performance anxiety; Exploring great speeches. Preparing for Speech to Inform graded

Week 4: Sept. 17, 19, 21

SPEECH ONE: INFORMATIVE Topic selection. Preparation and start.

Week 5: Sept. 24, 26, 28

Preparing for the Speech to Persuade. The Monroe Motivational Sequence.

Week 6: Oct. 1, 3, 5

SPEECH TWO: PERSUASIVE for grades. Class evaluations

Week 7: Fall break

Week 8: Oct. 15, 17, 19

Principles of public speaking: Interpersonal communications: Job interviews, exit interviews (may be guest speakers on these.)

Week 9: Oct. 22, 24, 26

Critical Thinking Skills and Textual Analysis; Comparing speeches

Week 10: Oct. 29, 31, Nov. 2

SPEECH THREE: TEXTUAL ANALYSIS, class evaluations.

Week 11: Nov. 5, 7, 9

Demagoguery, Propaganda and Fake News

Week 12: Nov, 12, 14, 16

SPEECH FOUR: CIVIC ISSUES. Class analysis.

Week 13: No. 19 (No classes Nov. 21, 23)

Special occasion speeches in business.

Week 14: Nov. 26, 28, 30

SPEECH FIVE: ANALYZING A PROFESSIONAL SPEAKER.

Week 15: Dec. 3, 5, 7

Other special occasion speeches in business. Finals prep. Makeup
or speeches.

projects

FINALS! Dec. 14 at 4:15 p.m. in Room 010.

About the 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 Journalism at Chicago's Columbia College. At the Daily Herald, he has worked as 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.

On Sep 29, 2018, at 9:46 PM, dann gire <danngire@gmail.com> wrote:

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