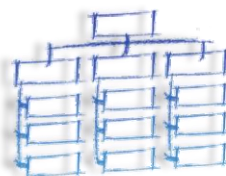# syllabus



## Fundamentals of Public Speaking & Communication (Business/Professional)

This section of this course has two general aims. First, it is designed to advance your understanding of the communication process, with special attention to communication as it occurs in organizational settings. Second, the course is designed to strengthen your skills as a public speaker, emphasizing the kinds of preparation and presentations most often encountered in a business or professional workplace.

WESTERN KENTUCKY UNIVERSITY
**DEPARTMENT OF COMMUNICATION**
130 FINE ARTS CENTER / 270-745-3296

**COMM 145**
**FUNDAMENTALS OF PUBLIC SPEAKING & COMMUNICATION:  Bus/Prof Emphasis**
**2021 Summer Syllabus**

INSTRUCTOR:      Mr. Bruce Crawley
OFFICE:      106 Fine Arts Center
E-MAIL:      bruce.crawley@wku.edu
PHONE:      270-745-5542
OFFICE HOURS:   The best way to confer with your instructor is by e-mail, sent through Blackboard or from your WKU Topper e-mail account.  Please put "COMM 145" and your section number in the subject line.  Telephone and/or Zoom meetings can be arranged.

# Course Objectives

COMM 145 is part of the Colonnade curriculum and fulfills the Human Communication requirement (Foundations category).

## 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.

## Department of Communication objectives for COMM 145:

- Design and deliver messages appropriate to various audiences and occasions, with specific focus on the organizational / 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.

# Course Resources

<u>**Required Textbook:**</u> Edwards, A., Edwards, C., Wahl, S. T., & Myers, S. A. (2020). *The communication age: connecting and engaging.* Thousand Oaks, CA: SAGE Publications, Inc.

This class participates in The WKU Store's "First Day Access" program. The e-book version of your textbook for this course will be pre-loaded on your course Blackboard account. Find your e-book through the main menu, under "Start Here," or under "Course Materials."

*Billing:* **The cost of the e-book will be $43.75, and this amount will be placed on your student bill, unless you choose not to use the e-book, and therefore opt out of the purchase.**

The deadline for opting out of the e-book will be June 21. Opting out means you agree to have your e-book access terminated and **you will be responsible for obtaining the required textbook on your own.** The opt-out link should be visible when you access the e-book in Blackboard. For more information, see the WKU Store website at https://www.wku.edu/wkustore/ .

## SELECTED RESOURCES FOR BUSINESS-RELATED RESEARCH

### Databases

http://libguides.wku.edu/databases

### Approved News Sources

Advertising Age
http://adage.com/

Adweek
https://www.adweek.com

Bloomberg
http://bloomberg.com

Businessweek
http://www.businessweek.com/

CNNMoney
http://money.cnn.com/

Forbes
http://www.forbes.com/

Fortune
http://fortune.com/

Modern Healthcare
http://www.modernhealthcare.com/

New York Stock Exchange
https://www.nyse.com/index

New York Times
https://www.nytimes.com/

PR News
http://www.prnewsonline.com/

Wall Street Journal
http://online.wsj.com/home-page

### Approved Local / Area Sources

Bowling Green Area Chamber of Commerce
http://www.bgchamber.com/

Barren River Area Development District
http://www.bradd.org/

Kentucky Government (Sec'y of State, etc.)
http://kentucky.gov/Pages/home.aspx

### Agency Websites for Business

Small Business Administration
https://www.sba.gov

U.S. Census Bureau › Research Data
http://www.census.gov/research/data/

U.S. Patent & Trademark Office
https://www.uspto.gov

### Personal Librarian Service*

**Helm-Cravens Reference Desk**
270-745-6125 / web.reference@wku.edu

*See p. 9 of syllabus for more information*

# Course Structure & Assignments

## Overview of Assignments & Point Values

Presentations            275 points
      Biz+ Report    (50)*
      Informative    (100)*
      Persuasive     (125)*
Self-Evaluations (2)       40 points
Quizzes (3) & Exam     125 points
Written Proposal        50 points
Discussion Participation    60 points
Exercises & Activities      50 points
_____
TOTAL                 600 points

*Includes value of corresponding Preparation Outlines, worth 25 points each.

<table>
<tr><td colspan="2"><strong>Final Grade Scale</strong></td></tr>
<tr><td><strong>A =</strong></td><td>540 – 600 pts<br>(90% – 100%)</td></tr>
<tr><td><strong>B =</strong></td><td>480 – 539 pts<br>(80% – 89%)</td></tr>
<tr><td><strong>C =</strong></td><td>420 – 479 pts<br>(70% – 79%)</td></tr>
<tr><td><strong>D =</strong></td><td>360 – 419 pts<br>(60% -- 69%)</td></tr>
<tr><td><strong>F =</strong></td><td>less than 360<br>(Below 60%)</td></tr>
<tr><td colspan="2"><strong>NOTE:  No extra credit unless available to all students.</strong></td></tr>
</table>

## Resolving Complaints About Grades (from Dean, Potter College of Arts & Letters)

The first step in resolving a complaint about grades is for the student to attempt to resolve the problem directly with the course instructor. See the Student Handbook, available at http://www.wku.edu/handbook/ for additional guidance.

## Graded Presentations

To promote the cultivation and communication of your creative ideas, and in keeping with the emphasis on speaking in a business or professional setting, key assignments will place you in hypothetical situations such as might be experienced by an employee or a would-be entrepreneur. Starting with a basic oral report, each subsequent presentation assignment layers new public speaking concepts or skills onto those you've already learned.

### BIZ+ Report (50 pts)

*Imagine yourself as a regular participant in meetings at your workplace, often involving the sharing of recent information about your kind of business, including best practices, newsworthy events, reports about your competition, and a variety of other relevant topics.*

For this assignment, you are to locate, read, and analyze a recent article about a business or business-related topic of interest to you; then organize and deliver a 1-2 minute report that summarizes the contents of the article. The report should exhibit clear, easy-to-follow content, and effective delivery.

*Requirements will include:*
- Article must be recent, and from a credible source;
- A brief, typed outline adhering to class guidelines must accompany the presentation.

Presentation 1 (Informative Business Presentation)

*Envision yourself a would-be entrepreneur, interested in learning whatever you can about starting a new business and nurturing it to success. A local free-enterprise support agency has invited you to attend a seminar designed with individuals like you in mind. Your cost of admission – prepare and deliver one of the presentations!*

For this assignment, you are to prepare and deliver a 4-5 minute informative business-related presentation. In general, your presentation should exhibit content appropriate for the assignment and audience, effective organization, and skillful delivery.

*Requirements will include:*

- □ A minimum of three outside sources should be cited orally within the presentation (trade magazines, journals, newspaper articles, expert interviews, etc.). At least two sources should be other than a website (this restriction does not apply to articles accessed through research databases or other pre-approved news sources).
- □ Preparation Outline following class guidelines, typed, and accompanied by Works Cited/References page, must be submitted for grading and instructor feedback before delivering the presentation.
- □ PowerPoint visual support is encouraged

Presentation 2 (Persuasive Speaking Assignment: Oral Proposal)

*Now imagine yourself an entrepreneur with an idea for a business, and a unique opportunity has just become available to gain start-up support and to showcase your new business in a high-profile "commercial park" style development. Your mission – convince the developers to choose your business.*

For this assignment you are to prepare and deliver a 5-6 minute persuasive business presentation/proposal. In general, your presentation should exhibit content appropriate for the assignment and audience, effective organization, and skillful delivery.

*Requirements will include:*

- □ A minimum of four outside sources should be cited orally within the presentation (trade magazines, journals, newspaper articles, expert interviews, etc.). At least two sources should be other than a website (this restriction does not apply to articles accessed through research databases or other pre-approved news or governmental sources).
- □ Identifiable strategies for persuasion should be incorporated in development of content
- □ Preparation Outline following class guidelines, typed, and accompanied by Works Cited/References page, must be submitted for grading and instructor feedback before delivering the presentation. The same sources can be used for the Written Proposal.
- □ PowerPoint visual support will be required

**Quizzes and Test**

You will take three quizzes and one test. Quizzes will occur at the end of each of the first three weeks, and will cover that week's topics. At the conclusion of the course in week 4, you will have a comprehensive test over the entire course's contents. Quizzes will each be valued at 25 points; the final test will have a value of 50 points. Questions will be in multiple choice/true-false format. Quizzes and Test will be taken online through Blackboard, and will have a time limit in which they must be completed.

**Self-Evaluations**

Thoughtful, guided reflection on our work can fuel improvement.  So, you will be assigned a self-critique of both your Informative and Persuasive presentation.  The required content and formatting of these evaluations will be explained in detailed instructions with the assignments.

**Written Business Proposal**

*Your entrepreneurial opportunity (see "Presentation 2") requires not only an oral presentation of your proposal, but written materials, as well.  You must capitalize by developing a clear and compelling document that not only provides the information requested in the required format, but also convinces your readers that your business belongs in their new commercial park.*

You will need to conduct research, follow directions for content and formatting, and submit your material on time.  The proposal will be graded on persuasive content, clarity, and adherence to standards of professionalism in style and appearance.  A grading rubric will be provided.

*Requirements will include:*

- □ Incorporate a minimum of four sources, cited within the text of the proposal, and listed in attached References/Works Cited page (same sources can be used in Presentation 2).
- □ Expected length is 3-5 pages (not counting cover page and bibliography).
- □ Proposal must be typed, double-spaced, 12-point Times New Roman
- □ Submitted in person, on date assigned – papers turned in late will not receive full credit

**Discussion Participation**

Each week of this short summer session, an online class discussion will challenge you to demonstrate understanding and personal application of one or more topics covered during that week.  Prompts will be provided to help you enter the discussion and to guide the focus of your comments.  You will be required to post at least three times to earn full point value.  You must post an initial response to the prompts before you can access your classmates' posts, and you must also respond with meaningful comments in reply to at least two different classmates.

**Exercises & Activities**

Throughout the course, you will have opportunities to learn about your own communication practices, attitudes, and skills through completion of written self-assessments.  Other kinds of exercises and activities may also be assigned.

# Student Responsibilities for a Web Course

WKU's Division of Extended Learning and Outreach (DELO) says four characteristics are important for your success in a web course:

- Self-motivation
- Time management skills
- Organizational skills
- Good reading comprehension

Consider carefully whether you are likely to be successful in this online section of COMM 145.  Besides these characteristics, there are additional unique demands of this course.

## Technology Requirements
In order to participate effectively in this on-line course, the following resources are critical:
- Regular access to your WKU assigned "topper" email address that you will be able to check at least once daily.
- Regular access to a reliable high-speed internet connection
- A dependable **webcam** with microphone for recording your speeches.
- An account in the GoReact website. WKU's Department of Communication subscribes to GoReact, a website which functions as a vehicle for recording, storing, and viewing your recorded presentations. Get directions in Week 1 to set up your account.

## Submitting Your Work
All of your work must be submitted on time, and in an acceptable format.
- You will be given specific deadlines for submitting assignments, completing discussion boards, and taking quizzes and your final exam. It is up to you to be familiar with the deadlines. Work submitted after a deadline may be scored with a reduction of points, or may be assigned '0' depending on the assignment. You are allowed to submit assignments as much before a deadline as you want.
- All written work must be submitted in a ".doc," ".docx," or ".pdf" format. Microsoft Office is available free to students through IT Services, and most word processing software allows you to "save as" pdf files, regardless of operating system. If a file you have submitted cannot be opened and graded, you will be notified and given 24 hours to re-submit the assignment.

## Setting Up Your Presentations
One of the unique aspects of taking this course on-line is that your presentations ("speeches") will be evaluated based on your instructor's review of a video recording. Although you probably won't be recording yourself in front of a traditional public audience, keep in mind that the aim of the course is to provide instruction and practice for the delivery of live presentations in a public setting. For that reason, you need to have listeners present and paying attention to you when you record. Arrange for at least 3-5 family members and/or friends to attend each graded presentation. Stand when you speak, face your webcam and listeners at the same time while speaking, and show the entire audience at either the beginning or the conclusion of your presentation. Your finished recording should be one continuous video, without edits.

## Course Participation
According to the University Senate, **"Registration in a course obligates the student to be regular and punctual in class attendance."** In an online course, we do not have regular class meetings, but you are expected to regularly log into the course site, monitor your Topper e-mail account regularly, get updates on what is happening in class, stay on track with readings, listening to lectures, engaging in discussions, submit all assignments by or before the deadline, and generally fulfilling course requirements. Blackboard keeps a record of your presence in (or absence from) the course site.

The manner of your class participation must be civil. Contributions in Discussion Boards must be respectful toward classmates and your instructor; avoid language and references that are defamatory or derogatory toward any group or individual, and avoid use of profanity.

**In Case of Emergency**
If you have a technology breakdown, please contact your instructor however you can as soon as possible. Have a backup plan for Internet access in case your primary computer fails. Avoid computer viruses by utilizing anti-virus software.

If you experience illness, must care for an ill family member with no notice, or experience the death of a family member or close friend, documentation may be required in order to be allowed to complete any course requirement after deadline without penalty.

**Academic Offenses**
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, purchasing papers, speeches, or other assignments, or presenting part or all of another former or current student's work as your own will immediately receive a failing grade on the assignment and potentially in the course, and will be reported for disciplinary action.

*Refer to WKU's current Student Handbook for additional information about academic dishonesty and corresponding penalties (pp. 36-37, accessible online at www.wku.edu/handbook/).*

All of the individual assignments you complete for COMM 145 – written and oral – are always to be your own work, and original for this class. Aside from copying work, **plagiarism** includes incorrectly citing sources or presenting someone's information as your own, without crediting the source. You are responsible for telling your reader or your listeners whether you are:
- □ directly quoting from a source
- □ paraphrasing closely from a source, which means using significant portions of another source's sentences or language
- □ using the ideas advanced by a different source

In written form, you must use quotation marks when referring to another's work. In a speech where you are quoting or paraphrasing, you can say "According to… (give name)…."

An electronic plagiarism detection tool (SafeAssign within BlackBoard) may be used to confirm that you have used sources accurately in your presentation outlines and/or other written work. 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.

***If you have any questions about whether you may be plagiarizing in your work, please be sure to contact your instructor well in advance of the due date for your assignment.***

# If You Need Help….

Besides your instructor, additional helpful resources include those listed below.

**WKU Information Technology Services (ITS)**
For help with technology and software, call 270-745-7000, or visit https://www.wku.edu/its/.

**Student Resource Portal**
This portal provide links to a variety of tools for online learners that you might find useful for this class or others during your time at WKU. The selection includes links to The Learning Center, for online tutoring, and to The Writing Center for assistance with research, with outlines, and the written proposal assignment. To access the portal, point your internet browser to https://www.wku.edu/online/srp/.

**Information about and through your WKU Library**
WKU librarians are available by phone, by e-mail, and by 24/7 chat. To find out more, follow this link: https://wku.libanswers.com/.

**ADA Accommodation Statement/SARC (1074 Downing Student Union)**
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. SARC can be reached by phone at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu . Please do not request accommodations directly from the professor or instructor without a Faculty Notification Letter (FNL) from the Student Accessibility Resource Center (SARC office).

# Title 9 Misconduct / Assault Statement

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf and the Discrimination and Harassment Policy (#0.2040) at https://www.wku.edu/policies/docs/251.pdf.

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.

Please note that while you may report an incident of sex/gender-based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and **MUST** report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.