

## **COM 3060 Professional Speaking for Career Settings**

*Department of Communication Studies*

Fall 2025 ◊ 3 Units ◊ Salomon Theatre

### **Dr. Skip Rutledge**

Office Location Cabrillo 103 ◊ Email: [skiprutledge@pointloma.edu](mailto:skiprutledge@pointloma.edu) ◊

(Office) 619.849.2391, (Cell) 619.849.2391

Office hours: Appointments upon request, and

after class TR 10:45 11:45, and TR 3:00 – 4:00 in Cabrillo 103 and by appt

### **SYLABUS**

### **PLNU Mission: To Teach ~ To Shape ~ To Send**

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

### **Course Description**

Advanced exploration of the theory, preparation, and delivery of presentations for professional arenas, such as business, government, media, education and ministry.

Practical applications will also include an emphasis on technology and the stewardship of communication practices.

### **Course Learning Outcomes**

Students who successfully complete this course will:

- (1) Gain an understanding and appreciation of the academic approaches to communication.
- (2) Strengthening public speaking and presentation skills.
- (3) Develop an understanding of the importance of the stewardship of one's communication, and developing student's own voice.
- (4) Display written and oral communication skills, interpersonal skills, and conceptual and analytical thinking.
- (5) Develop the theoretical, practical, and spiritual foundations for effective communication.

### **Required Texts**

Required reading is listed on Canvas and or provided as handouts and written by the instructor. The written course material will be used to enhance students' speeches and assignments, provide organizational suggestions, stress reduction techniques and deliver enhancing tips.

### **Assignments At-A-Glance Total Grade Points Possible for Assignments – 500 points**

Below you will find the assignments for the semester. Your grade will be calculated by dividing the number of points you earn by the total number of points at the end of the semester. Course assignments and scheduling are subject to change due to the nature of

the course. All changes will be made orally in class, provided in writing and posted on Canvas.

**I. Speeches: Three Prepared Speeches - 100 points each, 5-6 minutes**

- a. **Duo Presentation:** you and a partner will be responsible for presenting a well organized and researched speech on a preapproved topic. Presentation should incorporate source citations within the text of the speech , follow standard Intro/Body/Conclusion formatting with proper transitions, and the presentation should not be too reliant on the speakers notes, if any. Speech length 5-6 minutes. Subject matter of the presentation can vary but should be of general interest to the audience. Speakers need to share the time equally and may use visual aides if it enhances the presentation
  
- b. **Informative Speech:** This presentation will need to be prepared by the speaker on an informative topic of the speaker's choice, that incorporates audience generalizability on a current topic of significance. Avoid overdone and obvious topics. Unique but significant topics work well and can be drawn from many arenas of interest from science, or current events either national or international, to the arts or other relevant cultural or intercultural topics, such as advances in medicine, music, education, child care, or many other topics. Again standard formatting and research citation plus presentation skills will be integral in the grading of this assignment. Speech time: 5-6 minutes
  
- c. **Potpourri Presentation: Final Speech.** Many students are considering careers in various employment fields or interested in participating in different areas of presentation or creative expression and this assignment allows those interests to be pursued and relevant skills honed. The student will choose the type of assignment that best meets their presentational interest. For example chose from one of these areas, or recommend your own idea: **100 points.**
  - i. **Faith Message:** a student interested in the ministry might choose to write and present a sermon, faith lesson or Bible Study.
  - ii. **Business Pitch:** an alternative presentation might be a business pitch, ala **Shark Tank.** You establish the need for a product or service, how other alternatives are not serving the market, your proposal, and a rough idea of costs of production, marketing and distribution, with a sales point.
  - iii. **Persuasion Speech:** Others might instead wish to pursue a persuasive appeal and can creatively assign the class the role of either just the class or political organization from a school board or city council to a State Assembly or U S Congress . . . You then make your presentation.
  - iv. **Informative Ted Talk Style Presentation:** Students can choose to do another Informative Talk on a different topic, but strive for a unique and intriguing topic we might not know much about, perhaps like the click bait videos on social media, or even helpful life hacks. . .

- v. **Interpretation Presentation:** Another type of presentation might be a dramatic interpretation from a play, novel or poetry collection, where the speaker breathes life into the literature becoming the character and convincing the audience to suspend their disbelief and enjoy the performance as if it was a real slice of life.
- vi. **Specialty Speech:** like a eulogy, or a stand up routine (keep it clean), ceremonial dedication, etc. . . Or let the instructor know if you have another idea.
- vii. **Debate with another student or students:** For the debate a student would need to work with another student, or two other students to develop opposing arguments on an instructor approved resolution, typically Fact, Value or Policy. Examples available upon request. Format for affirmative policy case will follow the Harm, Plan, Solvency and advantages format. Negative arguments should primarily focus on Solvency attacks and or Disadvantages. Topic should be controversial and over easily accessible information.

**2. Limited Preparation Participation Events: Two Primary Exercises and speech formats: 100 Points Total**

Please note that points will be deducted at the professor's discretion for not completing reading on time, excessive absences and/or disruptive behavior during lecture/presentations (including being on your phone and walking in/out of the classroom during class). Assuming no points are deducted in this category – the two primary participation areas will be Impromptu speeches and Yes/But/And group discussions (public forum debates). By semester's end the main points should contain statements, supported by reasons or warrants, and those should be supported by evidence or data (even anecdotal since research is limited). **100 points Total (50 pts Impromptu, 50 pts Yes/But/And**

- viii. **Impromptu Speeches:** These short speeches typically 3-4 minutes are on topics for which you have a very short time to prepare a well organized speech on a topic you were not prepared for. Stress the importance of a good introduction, organized body and compelling conclusion. You will also serve as a critic/coach for others in your dyad or triad. By the end of the semester this grade will be based on your presentational skills at the end of the course, not where you began. **50 Points**
- ix. **YES/BUT/AND speeches:** this public forum discussion or debate format encourages you to work on not only making compelling arguments on the fly, but also to be good listeners and reasoners with the positions put forth by others. You must hone your listening skills and critical thinking skills as you respond to the previous speaker and provide further warrants for your side. **50 Points**

**3. Extra Credit: PLNU National and International Championship winning Speech and Debate Team Participates in local tournaments during the year, and class**

**members may participate in limited ways at weekend tournaments for extra credit:** This might take the part of participating in speeches at a tournament or even judging for formats that allow lay judges. But there are not many options, and the one that we host is on our Fall Break that might not be convenient for class members. 25 points for a half day, and 50 pts for a full day.

**Grade Scale for each of the hundred point areas, and percentage scale for class grade**

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
A 93-100	B+ 87-89	C+ 77-79	D+ 67-69	F Less than 59
A- 90-92	B 83-86	C 73-76	D 63-66	
	B- 80-82	C- 70-72	D- 60-62	

**Method of Instruction/Course Norms**

1. This is a course in Professional Public Speaking it is my goal that you become comfortable with and skilled in public speaking, and able to demonstrate that at a professional level by the end of the course, so throughout the semester we will be participating in many speaking exercises and activities, even games. My further goal is to help you overcome any fear you may have of public speaking, and that eventually you start looking forward to such opportunities. Much of the instruction will be delivered orally and much of the course work will be based on your oral presentational ability. The more you speak in front of others the easier it will get, and that is why we will have a great deal of you speaking in class, with group speaking exercises, individual speeches, impromptu speeches, etc. . .
2. Since all assignments are in class speeches that must be scheduled so classmates know when they will speak, late work will receive an automatic one grade deduction. The exception to this is for illness verified by the [EAC](#).
3. Integrity is of great importance. Plagiarism of any sort will not be tolerated and will result in a grade of “F” for the project and possibly the course.
4. Please check your PLNU email account daily. This is the way that I will most frequently communicate with you outside of class, and it’s also the way the university distributes important information.
5. The subject librarian for Communication, Julie Sweeny, is available to help you with planning and organizing your research, as well as locating resources for your class assignments.
6. Make sure that you keep up with current events. These subjects and discussion points are critical for well-educated citizens in a democracy, but also very important in Professional speaking environments. More deals are cut at water coolers and on golf courses than in power point presentations. Smart communicators realize that you are always performing and making impressions. Show that you are well informed about what is in the news, in pop culture, and in sports. Our impromptu speeches will jump around a lot between such topics, and of course you will have choices on topics as well. Give me some hot topics that are going around today. Let’s have some fun in this class.

## Course Schedule

*Please note*, this schedule may change depending on our circumstances. Any changes will be posted on Canvas and announced during class. Rest assured, I will not spring any new assignments or work on you at the last minute. Please also know that I look forward to hearing from each of you as to how I can be of greater assistance to you mastering stronger speaking skills. That may mean different things to different people, so I will try to think outside the box, but really need you to take tasks seriously, which is what most professions require.

Date	Class Session	How to Prepare Before Class
Week 1 9/2 - 4	<p>Course Intro &amp; Expectations</p> <p>Topic: Intro to Communication</p> <p>Intro Speech: w/transitions</p> <p>1: Title &amp; Attention Getter</p> <p>2 Body of the Speech:</p> <p>A. Past, Your origin story</p> <p>B. Present Current stuff &amp; Interests</p> <p>C. Future, Goals and interim steps you should take</p> <p>3. Conclusion:</p> <p>Summarize, reframe, Closure to attention getter</p> <p>Discuss Benefits of Public Speaking</p>	<p>After first in-person meeting:</p> <p>1) Read Syllabus and put important dates in your calendar with alerts set. There are strict penalties for late work</p> <p>2) Seriously consider and list goals you have for this course. How can we TRULY and SIGNIFICANTLY enhance your life?</p> <p>3) Have a 3 – 4 minute speech ready, not read but spoken from heart and mind, on Thursday.</p> <p><b>Student Introduction Speeches Thursday</b></p>

Week 2 Sept 9 & 11	Topic: Professional Speaking  <b>Let's revisit assignments for the course. Turn in nothing for but ideas for your Course goals, to be spoken</b>	Introduce Yes/But/ And presentations and public forum debates on current events or even silly topics.  Most Interesting Person you have meet speech
Week 3 Sept 16 & 18	Topic: Researching and Outlining Speeches	<u>Interactive Lesson</u> : Planning your Message  Read and Take Notes on Canvas Readings  Submit: 1) Interactive Lesson 2) Speech Outline 3) Peer Feedback
Week 4 Sept 23 & 25	Speech Anxiety Impromptu Speaking	<u>Interactive Lesson</u> : Speech Anxiety discuss communication apprehension and recommended cures.  Favorite Movie and three reasons why speech
Week 5 Sept 30 & Oct 2 <sup>nd</sup>	Championship Speech Techniques	Read and Take Notes on Canvas Readings <u>Submit</u> : 1) Speech Outline 2) Peer Feedback
Week 6 Oct 7 & 9	Communicate with Confidence: Nonverbal Skills	Best and Worst Speakers you have ever heard and why: How to emulate the positive and avoid the negative
Week 7 Oct 14 & 16	Partner Speeches – Duo Presentations	Class presents partner speeches

Week 8 Oct 21 (Oct 23 will be Fall Break)	Informative Speech Lesson	Yes But And practice session.
Week 9 Oct 28 & 30	Work on Informative Speeches with student critic coach	1) Impromptu Speeches,
Week 10 Nov 4 & 6	Informative Speeches Performed	Informative Speeches Performed

Week 11 Nov 11 & 13	Informative Speech Make ups T R Interp Tips	Make Up Speeches.
Week 12 Nov 18 & 20	Nonverbal Communication and Speaking	Charades
Week 13 Nov 25	Persuasion Lesson/ Thanksgiving	Yes But And
Week 14 Dec 2 & Dec 4	Impromptu Practices in Groups	Introduction to Debate  Two Resolutions to do some advance research for: Resolved: PLNU should prefer cats to dogs as campus pets.  Resolved: PLNU should take the entire week off for Thanksgiving.
Week 15 Dec 9 & 11	Impromptu Speeches formal in class .	Presenting an Impromptu speech in front of classmates. They want you to succeed so do not be nervous. But practice hard all semester so that this performance can be your best.
Week 16 T Dec 16	<b>Final Exam Tues Dec 16<sup>th</sup></b> 10:30 – 1:00 p.m.	Final Exam will be your final presentation. All must be present for this assignment. You get to choose your assignment – See Potpourri Presentation assignment above

### University Notifications

#### SPIRITUAL CARE

PLNU strives to be a place where students grow as whole people. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If you have questions, a desire to meet with the chaplain, or if you have prayer requests, you can contact the [Office of Student Life and Formation](#).

#### INCOMPLETES AND LATE ASSIGNMENTS

Students are expected to attend class and be on time. ***Failure to make presentations on schedule will result in a failing grade for that presentation.*** Make up dates will not be offered, unless a prearranged date has been made with the professor. In the event of absence on non-speech days, students should seek missed information/notes from classmates. Incompletes will only be assigned in extremely unusual circumstances.

### **PLNU COPYRIGHT POLICY**

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

### **PLNU ACADEMIC HONESTY POLICY**

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

### **PLNU ACADEMIC ACCOMMODATIONS POLICY**

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center ([EAC@pointloma.edu](mailto:EAC@pointloma.edu) or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

### **SEXUAL MISCONDUCT AND DISCRIMINATION**

Point Loma Nazarene University faculty are committed to helping create a safe learning environment for all students. If you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that help and support are available through the Title IX Office at [pointloma.edu/Title-IX](http://pointloma.edu/Title-IX). Please be aware that under Title IX of the Education Amendments of 1972, it is required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at [counselingservices@pointloma.edu](mailto:counselingservices@pointloma.edu) or find a list of campus pastors at [pointloma.edu/title-ix](http://pointloma.edu/title-ix)

### **PLNU ATTENDANCE AND PARTICIPATION POLICY**

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation.