

COM 260 (3 units): Advanced Public and Professional Speaking

Department of Communication & Theatre

Spring 2018

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.

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| Meeting days: Tuesday/Thursday | Instructor title and name: Prof. Ashley Nuckels Cuevas, M.A. |
| Meeting times: 1:30 - 2:45p.m. | Phone: 619-849-3262 |
| Meeting location: C 201 | E-mail: anuckels@pointloma.edu Links to an external site. |
| Section Number: 1 | Office location and hours: Cabrillo Annex 103 T/R 10:00am – 12:00pm |
| Final Exam: See Course Schedule | Additional info: Only on campus T/R, Emails read between 8am-6pm. |

REQUIRED MATERIALS & RESOURCES

- Talk Like Ted by Carmine Gallo
- All Other Required Readings can be found on Canvas in Files.

COURSE DESCRIPTION

Development of speaking skills for public and professional arenas, such as business, government, media, education and the ministry. Appropriate presentational technology is examined along with audience analysis and adaptation techniques.

COURSE LEARNING OUTCOMES

- Identify various audience characteristics and adapt the message for the most effective persuasive results.
- Remain calm and composed during confrontational audience engagement while still defending and furthering their intended message.
- Strong grasp of rhetorical and argumentation principles with an understanding of how to utilize them in real world settings.
- Practical experience crafting and delivering messages for the general public surrounding issues of business, public relations, and
- Advanced conflict resolution skills for use both interpersonally and in the professional sphere.

COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3 Unit class delivered over 16 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

COURSE PROCEDURE

1. You are expected to be familiar with all material in Canvas, including this syllabus and class schedule.
2. On Lecture Days: Students must arrive on time and prepared to engage. Electronic devices will not be allowed unless permission is given by the instructor..
3. Students will actively listen to their classmates during speeches and offer appropriate constructive criticism when asked to do so.

ASSESSMENT & GRADING

Grade Scale (% to Letter):

93-100 A 73-76 C

90-92 A- 70-72 C-

87-89 B+ 67-69 D+

83-86 B 63-66 D

80-82 B- 60-62 D-

77-79 C+ 0-59 F

Course Point Values:

| Assignment | Point Value |
|---------------------|--------------------|
| Chapter Responses | 100 |
| Conflict Resolution | 100 |
| Business Proposal | 100 |
| Attendance | 100 |
| Apologia Project | 100 |
| Hostile Audience | 500 |
| Midterm Exam | 100 |
| Final Exam | 100 |
| Total | 1100 |

STUDENT RESPONSIBILITY

It is the student's responsibility to maintain his/her class schedule. Should the need arise to drop this course (personal emergencies, poor performance, etc.), the student has the responsibility to follow through (provided the drop date meets the stated calendar deadline established by the university), not the instructor. Simply ceasing to attend this course or failing to follow through to arrange for a change of registration (drop/add) may easily result in a grade of F on the official transcript.

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted online.

ATTENDANCE AND PARTICIPATION

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. You are expected to attend each class session. It is recognized that many of you have outside commitments to the university; these are considered excused, but must be cleared with the instructor PRIOR to the absence and written documentation presented, including sports. If you are absent from more than 10 percent of class meetings, I have the option of filing a written report which may result in de-enrollment. If the absences exceed 20 percent, you may be de-enrolled without notice. If the date of de-enrollment is past the last date to withdraw from a class, you will be assigned a grade of W or WF consistent with university policy in the grading section of the catalog. See [Academic Policies](#) in the undergrad student catalog.

USE OF TECHNOLOGY

Point Loma Nazarene University encourages the use of technology for learning, communication, and collaboration. However, cell phones must be turned off before class begins. Laptops, tablets and all other electronic devices cannot be used during lecture/discussion without permission by the instructor or authorized by the [Disability Resource Center](#) (DRC). The use of these technology devices during any class period will count in your absence.

ACADEMIC HONESTY

“PLNU exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed...”(PLNU Catalog). As such students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As explained in the university catalog, 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. Violations of university academic honesty include cheating, plagiarism, falsification, aiding the academic dishonesty of others, or malicious misuse of university resources. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for a) that particular assignment or examination, and/or b) the course following the procedure in the university catalog. Students may appeal also using the procedure in the university catalog. See [Academic Policies](#) for further information.

ACADEMIC ACCOMMODATIONS

While all students are expected to meet the minimum academic standards for completion of this course as established by the instructor, students with disabilities may request academic accommodations. At Point Loma Nazarene University, students must request that academic accommodations by filing documentation with the [Disability Resource](#)

[Center](#) (DRC), located in the Bond Academic Center. Once the student files documentation, the Disability Resource Center will contact the student's instructors and provide written recommendations for reasonable and appropriate accommodations to meet the individual needs of the student. See [Academic Policies](#) in the (undergrad/graduate as appropriate) academic catalog.

FERPA POLICY

In compliance with federal law, neither PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by (Note: each faculty member should choose one strategy to use: distributing all grades and papers individually; requesting and filing written student permission; or assigning each student a unique class ID number not identifiable on the alphabetic roster.). Also in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the "Information Release" section of the student portal. See [Policy Statements](#) in the (undergrad/ graduate as appropriate) academic catalog.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination **on its scheduled day**. The final examination schedule is posted on the [Class Schedules](#) site and on Canvas. No requests for early examinations or alternative days will be approved.

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. To receive credit for the first day of class send me a message in canvas with a picture of a cute animal.

Assignment Descriptions:

1. Attendance- (100pts)- Attendance will be taken daily at the beginning of class utilizing Canvas. The instructor will also be taking notes to track participation points for exercises, activities, class discussions, etc. Please keep in mind that failing to attend class will result in the loss of those points for the day and are not subject to being made up without previous approval by the professor or an excused absence in the form of a doctor's note.

2. Chapter Responses-(100pts)- For each Class's assigned reading you will complete the CHapter Response Chart which can be found here: [Chapter Responses](#)
3. Hostile Audience (500pts)- The best public speakers are able to engage an audience that they fundamentally disagree with in a respectful and compelling manor. You will be assigned a speech topic and a group to present that speech to who is opposed to the idea.
 1. Speech (200pts)- You will present your crafted message to the class within 5 minutes. At the conclusion of your speech you will be asked 3 questions; 2 by classmates and 1 by the professor. These will be meant to challenge your knowledge, composure, argumentation, and communication skills. Your speech grade will be 50% presentation and 50% response to the questions.
 2. Audience Analysis and Argument- (200pts)- You will be required to write up a report on your audience; their demographics, their ideologies, the primary arguments that they will most likely use against you and how you plan to counter that with specific appeals that were learned in class. This paper will be turned in 1 week before speeches are given so the audience will have time to prepare their questions.
 3. Audience Participation-(100pts)- you will be assigned to ask question of multiple classmates which you will construct from their Audience Analysis Papers.
4. Apologia Project-(100pts)- You and up to 2 other classmates will be assigned a political/business PR Disaster from the last century. You will be acting as a PR firm crafting a message to save your client which will answer the questions listed below (5 page maximum). Only one person will be giving the 2-3 minute speech and the remaining group members will present an abbreviated version of your analysis and message the entire presentation will not exceed 5 minutes.
 1. The Presenter- should it be the accused/ the ceo/ a representative of the person/group? WHere should the message be delivered? Who will be with them or should they stand a lone? How should the be dressed? WHat kind of language?- THE MS announcement from West Wing
 2. The audience- WWho is the audience; are they voters, employees, customers? What is their education level?
 3. The goal- What are you offering? What theoretical applications will you be utilizing?

5. Business Proposal-(100pts)- A 5 minute business proposal/pitch for a new business investment or new protocol. You will present to 7 groups of your classmates meaning you will give your pitch a total of 7 times. In each pod you will give this speech to 2 classmates who will vote giving you a yes or a no. Your goal is to try and get as many yes votes as possible; although this will not determine the entirety of your grade it is 20% because your fellow classmates will be assigned to look for specific traits and attributes.
6. Conflict Resolution (At Work)-(100pts)- You will complete Part 3 and 4 of the Communication Workbook PDF out of class. This will count for 50 points. We will then have an in class activity where you will have to participate in some form of conflict resolution as created by the professor. This will count for 50 points. Students who are absent on this day will not be allowed to make up the activity points.
7. Midterm-(100pts)- A cumulative T/F, Multiple Choice, and Short Answer exam
8. Final-(100pts)-A cumulative T/F, Multiple Choice, and Short Answer exam
9. Extra Credit- (50pts)- This will be the only extra credit that I will offer this course. You have the option of reading Chapter 9.1 Text, Email, and Netiquette from *Stand Up*. At the end of the chapter are activities that you can complete and turn in. You must type up and print out the prompts and your answers. The last day that I will accept this will be on the day of the final, by the end of the examination period as indicated by the registrar.

| Date | Lecture/In Class | Assigned Work |
|--------|--|---------------|
| Jan 11 | Syllabus and Discussion | |
| Jan 16 | Stand Up, Speak Out https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=77 2.6 Improving Verbal Communication 2.4 Language Can Be A Barrier to Communication | |

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| Jan 18 | 2.2 Messages 2.5 Emphasis Strategies | |
| Jan 23 | 3.4 Getting to Know the Audience | Crisis Management By Apology Corporate Response to... ---- (1 Introduction).pdf The Evolution of Apologia.pdf |
| Jan 25 | Apologia Lecture | |
| Jan 30 | 6.5 Making an Argument Pt 1 | |
| Feb 1 | 6.3 Making an Argument Pt 2 | |
| Feb 6 | 11.4 Visual Aids 11.5 NonVerbal Strategies for Success and Power Poses | |
| Feb 8 | 9.3 Business Proposal (Assign Companies/ Organizations) | Business Proposal |
| Feb 13 | Business Proposal Test Run (Peer Evaluation) Midterm Review | |
| Feb 15 | Business Proposal Day One | |
| Feb 20 | Business Proposal Day Two | |

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| Feb 22 | Business Proposal Day Three | |
| Feb 27 | Business Proposal Day Four | |
| Mar 1 | Midterms | Talk Like Ted |
| Mar 6/8 | Spring Break | |
| Mar 13 | Talk Like Ted Discussion and Self Evaluation of Business Proposal | Seven Challenges Communication Skills Workbook Seven Challenges Communication Skills Workbook Challenge 3.pdf Seven Challenges Communication Skills Workbook Chapter 4.pdf |
| Mar 15 | Conflict (Form Groups and Assign Issues) | Apologia Project |
| Mar 20 | Apologia Work Day- No Class | |
| Mar 22 | Apologia Presentations Day One | |
| Mar 27 | Apologia Presentations Day Two | |
| Mar 29 | Easter Recess | |

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| Apr 3 | Assign and Designate Topics for Hostile Audience | Hostile Audience Project |
| Apr 5 | Hostile Audience Project IN CLASS Work Day- Attendance Required | |
| Apr 10 | Hostile Audience Project- Questions | |
| Apr 12 | Hostile Audience Project Work Day- No Class | |
| Apr 17 | Hostile Audience Presentations Day One | |
| Apr 19 | Hostile Audience Presentations Day Two | |
| Apr 24 | Hostile Audience Presentations Day Three Final Review | |
| Apr 26 | Hostile Audience Presentations Day Four | |
| May 1 | Final Exam (1:00-4:00pm) | |