

BUSINESS AND PROFESSIONAL SPEAKING
SPEECH 1321-001
Internet

INSTRUCTOR: M'Liss S. Hindman
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OFFICE HOURS: By appointment (usually available by 10:00 a.m. and until 11:00 a.m. and after 2:00 p.m. Monday through Friday)
TEXT: Communicating for Results, 7th edition, by Cheryl Hamilton

COURSE OBJECTIVES: At the completion of this course, the student should:

1. Be able to identify the potential problems when trying to communicate.
 - a. Understand and describe the basic communication process and how it works
 - b. Describe "noise" that can interfere with communication.
2. Be able to demonstrate the composition of a speech:
 - a. Determines the purpose of the speech
 - b. Select a topic and narrow it according to the purpose and to the specific audience.
 - c. Fulfill the speech purpose by researching appropriate support material, selecting an organizational pattern that is appropriate, demonstrating language usage that is appropriate, providing transitions that assist the organizational pattern of the speech and demonstrate the successful use of an appropriate introduction and conclusion.
3. Be able to perform a speech, using delivery skills suitable to the chosen topic, purpose, and audience (including vocal variety, correct articulation, appropriate American English, nonverbal communication and the use of visual aids
4. Demonstrates listening behavior on both the literal and critical levels.
5. Identify the steps of effective group discussion and be able to discuss the characteristics of effective group members and leaders.
6. Demonstrate appropriate use of PowerPoint slides in a 'business type' presentation.

EXPECTED CLASSROOM ETIQUETTE for TJC STUDENTS:

Tyler Junior College is committed to promoting a level of classroom etiquette conducive to maximize teaching and learning. Within this context the following etiquette is expected:

1. Attend class each time the class meets (4 times during the semester for speeches and group presentation).
2. Be on time for class and remain for the entire period. You are inconsiderate of your classmates if you arrive late and leave early. (NOTE: If you arrive late on a speech day, DO NOT enter the classroom during the speech. Wait outside and come in between speakers.)
3. Refrain from talking while the teacher is lecturing or a student is speaking. Idle chattering and giggling are disruptive to the class and disrespectful to your teacher and classmates.
4. Without prior approval from your instructor, do not use cell-phones, beepers, walkmans with headphones or any electronic device in class.
5. Be attentive and participate in class.

CLASS ATTENDANCE AND MAKE UP POLICY:

Obviously, since this is an internet class, your 'attendance' is not only attending the required performance days on campus, but also includes you completing your weekly assignments on a timely basis. If you have a legitimate excuse for your absence on a performance day, you should contact your lecturer by

telephone, email, or leave a note at her office. Make all possible efforts to contact your instructor as soon as possible. If the instructor agrees that your absence was **totally unavoidable**, she will make arrangements for you to do a make-up.

GRADED ASSIGNMENTS FOR THE CLASS: The following is a list of the assignments each student will be expected to complete and what they are worth toward the final grade:

Speech #1: Informative	100 points
Speech #2: Informative With a Visual Aid	100 points
Speech #3:	
Group Meeting	50 points
Outline of Presentation	50 points
Group Presentation (Speech #4):	
Individual Presentation	100 points
Group Presentation	100 points
Peer Evaluation	100 points
Group Booklet	100 points
Class participation (includes weekly activities)	100 points
Exams: 4 tests	400 points
TOTAL	1,200 points

Final grade for the course will be determined by averaging the above grades. **All speech presentations must be completed in order to pass the class.**

MAKE-UP POLICY: Due to time constraints, make-ups will only be allowed if:

- a. The student takes the initiative to ask the instructor for permission to do a make-up.
- b. The instructor agrees the absence or lateness was unavoidable.
- c. Sufficient class time remains for the student to do the assignment.
- d. Ten points are deducted from the grade. (This penalty may be waived by the instructor if the excuse was deemed 'totally unavoidable.')

CLASS ASSIGNMENTS

I. **INFORMATIVE SPEECH #1:** (2-4 minutes long.)

Choose a topic relating to your major, your job, your chosen field or any topic of general interest to you. Prepare a speech including the essential facts (like an overview.) You might include extended definitions, research findings, prospects for the future, the status quo, etc. You might even include description, if it is appropriate to your topic.

II. **INFORMATIVE SPEECH #2 (with a Visual Aid):** (3-7 minutes long)

Prepare a speech explaining how something is made, how something is done, or how something works. A **visual aid is required** for this speech. Criteria for evaluation will include quality of the topic, use of visual aids, and skills in organization and presentation.

III. **SPEECH #3:** (Group Meeting)

You are required to attend your group's meeting to plan your group presentation. You should be prepared with ideas and a willing attitude. You will receive credit for this assignment by your presence and participation. NOTE: This one required meeting will last at least one hour maybe 1 ½ hours. Your group will most likely want to plan an additional meeting or two in order to feel comfortable with your final group presentation.

REMINDER: You will be assigned specific speaking days. If you have a conflict on one of your assignments, be sure to inform your instructor.

IV. **GROUP PROJECT – (Speech #4 and Speech #5):** (20 - 40 minutes)

OBJECTIVE:

To learn how to work within the small group or “Team GROUP OR “TEAM” CONCEPT BEING USED IN MANY COMPANIES AND CORPORATIONS TODAY. LEARNING HOW TO RESOLVE PROBLEMS AND CONFLICTS, DEVELOPING SOLID AND REASONABLE SOLUTIONS, LEARNING ACTIVE LEADERSHIP QUALITIES AND DEVELOPING GROUP PRESENTATIONAL SKILLS.

STEPS:

The class will be divided into groups. Each group will create their own company, determine their roles within that company and develop a product for sale or isolate a problem within the company using brainstorming and small group communication skills learned in class and from your textbook.

If the group **develops a “product,”** they are responsible for creating a “name” for the product; being able to explain “WHY” the company needs the development of this product;

“WHAT” and “WHO” this product is being developed for; “HOW” this product will be developed, marketed to the public, beneficial to consumers and beneficial to the company; “WHEN” the product will come on line, and any other relevant information.

If the group deals with a **“problem” within the company,** the group will develop a reasonable solution to the problem using the problem-solving techniques discussed in the text and class. They are responsible for naming a “SPECIFIC” problem; being able to

show ‘WHAT’ effect this problem is having on the company, employees, consumer, etc.; show ‘WHY’ this problem must be solved; give a reasonable solution on ‘HOW’ to solve the problem; and create a schedule of ‘WHEN’ the solution will be implemented and re-evaluated.

CRITERIA FOR EACH GROUP:

1. **Each member of the group will give an oral presentation** pertaining to one aspect of the product or problem. He/she will be graded on organization, use of support material, use of appropriate PowerPoint slides (a minimum of two are required), presentational skills, use of appropriate time and overall effectiveness within the ‘GROUP’ presentation. Each member of the group will give the Group Leader **a typed outline of his/her presentation that includes a bibliography of their sources.**
2. Each individual presentation within the group must have a minimum of **TWO supporting sources with citations and use additional visual aids if necessary.**
3. Each GROUP PRESENTATION must use a **minimum of 20 minutes and NOT EXCEED 40 minutes.** The group leader will make sure that each individual presentation is equitable (i.e. that the total amount of time is divided **relatively equal** between the group members) and that the time limit requirement is met.
4. **INDIVIDUAL GROUP MEMBERS are responsible for his/her OWN presentation.** Each individual will work on his/her presentation independently as well as with the group. **IT IS NOT THE RESPONSIBILITY OF THE LEADER OR ANY OTHER GROUP MEMBER TO PICK UP THE SLACK** created by someone not working. If a group member is not fulfilling their requirements, the group should (1) try to resolve the problem using the leadership and conflict resolution skills discussed in your text. (2) If that fails, the Group Leader should contact the instructor, explain the situation or problem (that the Group wants to "fire" the individual from their company/group) and the instructor will determine what actions will be taken to ensure the success of the Group Project. (3) **IF IT IS DETERMINED BY THE INSTRUCTOR THAT ANY INDIVIDUAL MEMBER OF A GROUP IS STILL NOT CO-OPERATING, ATTENDING GROUP MEETINGS (via chat rooms and emails), DEVELOPING HIS/HER OWN PRESENTATION OR CREATING A SITUATION THAT JEOPARDIZES THE SUCCESS OF THE GROUP,** the group may ‘FIRE’ the individual from the group. Then, the individual must contact the instructor for a conference to determine what he/she must do for his/her final assignment (it most likely will be a 5-8 minute Persuasive speech with a requirement of 3 sources.)
5. Each group will **select a ‘Secretary’** (Male or Female) who will keep a brief **written record of each group meeting.** The written record should be **dated**, a list of all members who were present should be made, a list of all members who were absent should be made. (These ‘**roles**’ should be taken every time the group meets, whether the meeting lasts 5 minutes or 5 hours!) The Secretary will keep a BRIEF written record of

everything that was discussed during the meetings, he/she will list all ideas created by the group during the brainstorming session, and write a brief summary of the discussion and reasons why ideas were accepted or rejected by the group. The Secretary will keep these written records of each meeting and then give these written records to the Group Leader after the last group meeting. All dates should be sequential (make sure that the record of each meeting follows the next so the progress of the group can be charted.) These are to be included in the Group's Booklet.

6. Each group will select a “**Group Leader**” who will lead the meetings, assist in organizing the group, assist in dividing the group into the different areas of discussion and keep track of individual group members’ progress of his/her presentations. The Group Leader is also responsible for the compilation of all written materials that are to be turned into the instructor on the day of the presentation. The material that **MUST** be included in the Group's Booklet is:
 - a. **Cover sheet with the name of the company**
 - b. **List of all employees (group members) and their official title within the company**
 - c. **TYPED outlines of each individual's presentation with bibliographies**
 - d. **Records of minutes and role sheets** of meetings (prepared by the Secretary)
 - e. **Sample of all visual aids**, etc. (Ex: copy of PowerPoint slides)

7. Groups will be **assigned specific days** for their presentations. If there is any reason why your group cannot present on the assigned day - talk to the instructor. **ALL MEMBERS OF THE GROUP ARE EXPECTED TO ATTEND CLASS DURING THESE PRESENTATIONS – THIS IS YOUR FINAL EXAM.**

GRADING OF THE GROUP PROJECT:

These grades will be averaged with your grades to determine your final average for the course:

INDIVIDUAL PRESENTATION - Speech #4	100 points
PEER EVALUATIONS (averaged)	100 points
EVALUATION OF GROUP'S BOOKLET	100 points
OVERALL GROUP PRESENTATION – Speech #5	100 points

The “**Individual Presentation**” will be graded similarly to a speech that students have completed in class previously. The presentation should follow the standard speech format (Introduction, Body, and Conclusion.) Each person should introduce the Group Member who follows him/her in the Group Presentation.

The “**Peer Evaluations**” are forms that each of you will complete about one another at the conclusion of your group's presentation. You will be asked to assign evaluation points for at least five areas of one another's overall group work. These evaluations will be kept confidential. The instructor will average all of the peer evaluations to determine this grade. **HINT:** These evaluations should be realistic and accurate. In other words, few people are perfect. You should not just go through and give everyone the same

ratings for each question. Your completion of this peer evaluation form is part of your Class Participation grade.

The “**Evaluation of Group's Booklet**” will be based primarily on the quality of your Group’s Documents submitted (presentation outlines and bibliographies, minutes, roles, visual aids, etc.) However, this grade may also reflect any observations that the instructor was able to make based on individual's contributions during class time devoted to group work - your attitude, your cooperativeness, your willingness to participate, etc.

The “**Overall Group Presentation**” grade will be given by the instructor based on: (1) how effective your group’s presentation was in explaining the purpose of your presentation to this audience (you may have us pretend to be a specific type of audience); (2) how well you solved the problem or how well you created a product; (3) how well the product or solution seems adapted to the audience (marketability); (4) overall effectiveness of the PowerPoint slide presentation; and (5) the overall sense of professionalism and unity that the group projects. (Hint: 'dressing up' for the final presentation is helpful in this area.)

On the day of your presentation, you will receive the grade for your Individual Presentations and your Overall Group Presentation. The grade for the Group's Booklet may be obtained by request at a later time. The Peer Evaluations remain a secret between the individual group members and the instructor.

EXAMS: The exams will cover material from the lecture notes posted on the website, handouts posted on the website, and the assigned chapters from the text. A thorough review will be posted on the website prior to each exam.

CLASS PARTICIPATION: All students are expected to take an active part in their learning in this course. **Various exercises** will be assigned on a weekly basis. Each student is expected to complete the exercises and post their results or answers when assigned to do so (usually through the Assignment feature of WebCT or by **Email** or on the Discussion board. Students may participate in the **Discussions** on line whenever they are inclined to do so. Completion of these activities will be taken into consideration when the instructor assigns the final ‘class participation’ grade for the semester.