



BUED 302

Lecturer: Jack Whelan

Website: <http://faculty.washington.edu/jwhelan/index.html>

Phone: 206 261 2495

e-mail: jwhelan@uw.edu

Spring 2015

READINGS

- Coursepak
- *Woe Is I*, Patricia T. O'Conner. (PTO)
- *Thank You for Arguing*, Jay Heinrichs, (JH)
- *Presentation Zen*, Garr Reynolds, (GR)
- Recommended: *The Gregg Reference Manual*, 11th ed., William A. Sabin

COURSE OBJECTIVES

To provide information, tools, drills, and challenges that will help students to discover and know what they want to say, to say what then mean, and to say it memorably. Students will develop these skills in order to improve their performance capability in written communications, oral presentations, and interpersonal and group communications.

CLASS PARTICIPATION

Since an important dimension to this class is using and practicing with the tools you will be taught, I will be calling on each of you randomly to give you the opportunity to think on your feet--or in your seat, as the case may be. In order to participate effectively, you will have to integrate the information presented to you in the lectures, the packet, and the readings as we go along.

GRADING

Assignments are due by the end of class or students will lose 5 points. They will also lose 5 points for each additional day I don't receive it. I will accept an email as proof of meeting the deadline, but you must bring a hard copy to class or to my office as soon as you can. Assignments sent as emails will not be graded. I will only grade the hard copies delivered to me by students.

Here's how your grade will be calculated:

- Two quizzes (20 points each)
- Three writing assignments: the first (15 points), the second (20 points), and the third (75 points).
- Midterm in two parts: an in-class short-answer test (100 points) & a take-home component (100 points)
- Group oral -- a business-plan pitch presentation to potential investors (150 points).
- Extra-credit opportunities
- My evaluation of your effort, class participation, and improvement could possibly bounce your final grade up or down a point

When you know all your scores, add them up and divide by 5 to render a number on a 100-point scale. That number translates into your grade according to the following table:

Grade Scale

98.5	4.0
97	3.9
95.5	3.8
94	3.7
92.5	3.6
91	3.5
89.5	3.4
88	3.3
86.5	3.2
85	3.1
83.5	3.0
82	2.9
80.5	2.8
79	2.7
77.5	2.6
76	2.5
74.5	2.4
73	2.3
71.5	2.2
70	2.1

EQUAL OPPORTUNITY STATEMENT

No person shall, on the basis of age, race, religion, color, gender, sexual orientation, gender identity, national origin or disability, be excluded from participation in, or be denied the benefits of, or be subjected to discrimination under any program or activity of Eastern Washington University.

AFFIRMATIVE ACTION STATEMENT

Eastern Washington University adheres to affirmative action policies to promote diversity and equal opportunity for all faculty and students.

ADA STATEMENT

Eastern Washington University is committed to providing support for students with disabilities. If you are a student with physical, learning, emotional, or psychological disabilities needing an accommodation, you are encouraged to stop by Disability Support Services (DSS), TAW 124 and speak with the Manager DSS or call 509-359-6871. For Bellevue campus, you may Eastern House or call 425-564-5100.

ACADEMIC INTEGRITY

Any question of Academic Integrity will be handled as stated in the EWU Academic Integrity Policy. This policy is on the EWU web site. Violations will result in a course grade of X.X.

COURSE SCHEDULE

1	3/30	Course Overview Some fundamentals	
Introduction/Problem Solving			
This class will focus on the course objectives and the approach that I take toward teaching practical communications skills appropriate for the workplace. We'll also introduce some basic concepts to help establish a vocabulary that will be employed throughout the course.			
2	4/6	Pronouns, Basic Rhetorical Technique Situation Analysis	1st assignment distributed
PTO 1: Woe Is I—Focus more on this chapter. 2: Worth reading, but optional			
JH 1: Open Your Eyes—What is rhetorical technique? Concession, amplification, and the commonplace. 2: Set Your Goals—Do you want to win or win over, fight or argue?			
Coursepak: Analysis: pp. 1-8.			

After jokes, this class will take a look at O’Conner’s discussion of common problems writers have with pronouns. We will also examine Heinrich’s distinction between fighting vs. arguing or the goal to ‘win over’ than simply to win. We’ll then work with material in the coursepak to understand better what we mean by Situation Analysis.

3 **4/8** **More Analysis** **Analysis & outline workshop**
The Rhetorical Big Three
Begin Group Work

JH 3: Control the Tense—Forensic, Demonstrative, & Deliberative
 4: Soften Them Up—Logos, Pathos, Ethos

Link on Website: “Why Won’t They Listen,” Will Saletan

Coursepak: Composition and Organization pp. 9-14

After looking at some more pronoun issues, we’ll lay out the preliminaries regarding Logos, Pathos, and Ethos. We’ll look a little more deeply at the analysis steps and move on to talk about strategy issues and the first assignment. We’ll end the day with group assignments.

4 **4/13** **Punctuation** **1st assignment final due**
Ethos
Group Work

PTO 8. Comma Sutra--Pay more attention to this one.

JH 5: Get Them to Like You—Ethos and Decorum
 6: Make Them Listen: Ethos & Virtue
 7: Show Leadership—Ethos & Practical Wisdom
 8: Win Their Trust—Ethos & Good Will

Coursepak: Strategy, pp. 9-14

After the quiz , we’ll take a look at some punctuation basics, and then get a little deeper into the weeds regarding what we mean by “Ethos.” We’ll workshop the analysis and outline, and talk about document format issues.

5 **4/15** **Common Usage Mistakes** **2nd assignment distributed**
Pathos
Paragraphs & Sentences

PTO 5: Verbal Abuse--Do a couple of pages every day.

JH	9: Control the Mood—Pathos—Rhetoric & Mood Swings 10: Turn the Volume Down—When You Want to Keep It Cool	Link on Website: “ Building the Emotional Intelligence of Groups”, Druskat and Wolff Coursepak: Execution/Evaluation, pp. 15-24.	
We’ll do a little more on common usage mistakes, and then go deeper into the role of pathos in rhetoric, and then on execution and evaluation. If the strategy stage is about the raw meat and the skeleton of your message, Execution is about dressing it up so it can go out in public.			
6	4/20	More Punctuation & Sentences The Commonplace & Reframing Effective Revision Techniques	Quiz 1 Kiechel returned Hilda workshop
PTO :	9: The Compleat Dangler— Writing clearly, sentences require it. 10: Saying Is Believing: It’s all about effective sentences.		
JH	11: Gain the High Ground: Ethos & the Commonplace 12: Persuade on Your Terms: Reframing & Redefining Terms		
Coursepak: Execution Evaluation, pp. 15-24. Memos, Letters, Emails, pp. 26-32.			
We’ll look at O’Conner’s Fifteen Rules to “say what you mean.” And we’ll look at the last of the Content, Clarity, Correctness steps in the execution revision process. This last stage is about straightening the tie, polishing the shoes, and making sure everything is perfect. We’ll workshop the second assignment in class with a particular look at your sentences.			
7	4/22	Commonplace, Reframing Bad News The Business Plan	Team Charter due
JH	11: Gain the High Ground: Ethos & the Commonplace 12: Persuade on Your Terms: Reframing & Redefining Terms		
Coursepak: Bad News & Business Plan, pp. 33-42.			
We’ll finish up with passive voice, take a look at the critical rhetorical skills concerning the commonplace and reframing, and then workshop the Hilda Black assignment for content. Then we will introduce the business plan project.			

8	4/27	Using Ethos Effectively Request Messages Collaborative Problem Solving	2nd assignment final due 3rd assignment distributed
JH	13-17 optional 18: Speak your Audience's Language—Ethos and Code Grooming 19: Make Them Identify with Your Choice—Ethos & Identity		
Coursepak: Request Messages, Sales Letters—pp. 43-48.			
We'll develop our "ethos" theme further by taking a look at different uses of the "identity strategy." We'll then shift from informational to request messages.			
9	4/29	Deliver More Verbal Impact Persuasive Requests Group Conflict	Reed Workshop
JH	20: Get Instant Cleverness		
Coursepak: Persuasive Requests, pp. 49-54			
We'll also watch a business plan presentation entitled "The Old North Face" to give you a sense of what the end product should be (and not be). We'll talk more about getting organized for the business plan presentation and about how the work plan can help you in that.			
10	5/4	Figs of Speech: repetitions Creating Content 1 More Business Plans	Reed workshop
JH:	21: Seize the Occasion 22: Use the Right Medium		
GR	1: Presenting in Today's World		
Coursepak: Preparing Content, pp. 56-58			
We'll focus on some introductory ideas about how to think about your goals when you are developing content for an oral presentation. We'll go into more detail about the strategies and objectives of a business plan. We'll talk about various investor types and how you have to shape your presentation to meet the investment objectives of each.			

11	5/6	Figures: questions Identity Strategy Creating Content 2	3rd assignment due Persuasive Talk dist
JH	23: Give a Persuasive Talk		
GR	2: Creativity, Limitations, and Constraints		
<p>We'll introduce the final, major writing project for the quarter the take-home midterm "Persuasive Talk". We'll also wrap up our discussion of developing compelling content with a discussion of 'sticky ideas'.</p>			
12	5/11	More Figures: lists, catalogs Creating Content 3 Cicero's Arrangement Sensitive Issues	Quiz 2
GR	3: Planning Analog 4: Crafting the Story		
<p>Coursepak; Preparing Visual Aids, pp. 59-61.</p> <p>We'll focus on some practical compositional exercises and how to translate the raw material produced in them into something you can present to the public. And we'll start taking a look at the basic idea of "visual story" or "picture superiority effect."</p>			
13	5/13	More Figures Oral Presentations: Visual Aids Bus Plan: Openings	Dr Reed returned
GR	5: Simplicity—Why It Matters 6: Presentation Design—Principles and Techniques 7: Sample Slides—Images & Text		
<p>Coursepak: Preparing Visual Aids, pp. 59-61.</p> <p>We'll also be talking about the use PowerPoint and other visual aid possibilities. There are so many ways to go wrong here. You need to learn what they are and avoid them.</p>			
14	5/18	Figures: Word Play Business Plan: Money	

Visual Thinking 2		Persuasive Talk due
GR	8: The Art of Being Completely Present	
	Coursepak: Delivery, p. 62.	
	We'll be looking at word play figures and focusing more on how to handle the money in the presentation.	
15	5/20	Mid-Term Pulling it All Together
16	TBA	
17	5/27	Oral Reports –Group 1 & 2
		It's all you now. This will be your opportunity to show me that you've learned what persuasion really means so that by the end of your presentation I'll be salivating to invest with your new startup.
18	6/1	Oral Reports— Groups 3 & 4
19	6/3	Oral Reports— Group 5; Wrap up
		In the last class we'll do peer and course evaluations. I'll also be returning the Take-home midterm and the evaluations and grades for those groups who have made their presentations in the days preceding.