



EWU/Business Communications
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SYLLABUS Spring 2013

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:

- Four quizzes (10 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

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.

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 Kevin Hills, the Manager DSS or call 509-359-6871. For Bellevue campus, you may contact Greg Dempsey, Jr. at Eastern House 1 or call 425-564-5100.

COURSE SCHEDULE

1	4/1	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	4/3	Pronouns, Basic Rhetorical Technique Situation Analysis	
PTO 1: Woe Is I—Focus more on this chapter. 2: Plurals before Swine—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 The Rhetorical Big Three Begin Group Work	1st assignment distributed
JH 3: Control the Tense—Forensic, Demonstrative, & Deliberative 4: Soften Them Up—Logos, Pathos, Ethos			
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	4/10	Punctuation Ethos Group Work	Quiz 1 Analysis & outline workshop
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 Pathos Paragraphs & Sentences	1st assignment final due 2nd assignment distributed
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		
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	4/17	More Punctuation & Sentences Emotional Intelligence (EQ) Effective Revision Techniques	Hilda workshop
PTO :	9: The Compleat Dangler— Writing clearly, sentences require it. 10: Saying Is Believing: It's all about effective sentences.		
“ Building the Emotional Intelligence of Groups”, Druskat and Wolff (Log in to your library account and hit the on website or search for title yourself on the UW Library site.)			

Coursepak: Execution Evaluation, pp. 15-24.
 Memos, Letters, Emails, pp. 26-32.

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	EQ: Personal & Social Awareness Redefining & Reframing More Passive Voice Bad News: Hilda Workshop	Quiz 2 Kiechel returned Team Charter due
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JH 11: Gain the High Ground: Ethos & the Commonplace
 12: Persuade on Your Terms: Reframing & Redefining Terms

Coursepak: Bad News, p. 33

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.

8	4/24	Commonplace Request Messages The Business Plan /Collaborative Problem Solving	2nd assignment final due 3rd assignment distributed
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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—pp. 43-48.

We'll continue our discussions of the commonplace and redefinition/reframing, We will briefly introduce Request message and the 3rd assignment, and then we will introduce the business plan project, using a collaborative problem solving technique.

9	4/29	Identity Strategy Persuasive Requests Deliver More Verbal Impact	Quiz 3 Dr. Reed Workshop 1
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JH 20: Get Instant Cleverness

Coursepak: Persuasive Requests, pp. 49-54

We'll develop our "ethos" theme further by taking a look at different uses of the "identity strategy." We'll get into greater depth about persuasion and the sales strategy, In this class we get into figures of speech in more depths. 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	5/1	Figs of Speech: repetitions Creating Content 1 More Business Plans	Reed Workshop 2 Work Plan due
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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	Quiz 4 3rd assignment due Persuasive Talk distributed
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JH 23: Give a Persuasive Talk

GR 2: Creativity, Limitations, and Constraints

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'.

12	5/8	More Figures: lists, catalogs Creating Content 3 Cicero's Arrangement Sensitive Issues
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GR 3: Planning Analog

4: Crafting the Story

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."

13 **5/13** **More Figures**
Visual Thinking 1
Bus Plan Openings

GR 5: Simplicity—Why It Matters
6: Presentation Design—Principles and Techniques
7: Sample Slides—Images & Text

Coursepak: Preparing Visual Aids, pp. 59-61.

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.

14 **5/15** **Figures: word play** **Dr. Reed returned**
Business Plan Money
Visual Thinking 2

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** **Oral Presentations: Delivery** **Persuasive Talk due**
Group Dysfunction
Pulling it All Together

We'll focus on delivery skills and rehearsal strategies. We'll watch a video of a student group and critique the delivery of its presentation, and then outline what goals you should be setting for yourself to achieve as a group when you get in front of the class

16 **5/22** **Mid-Term**

One-hour midterm covering coursepak

17	5/27	Group Presentations	<p>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.</p>
18	5/29	Group Presentations	
19	6/3	Group Presentations	
20	6/5	Group Presentations, Wrap up	<p>In the last class we'll do peer and course evaluations. I'll be returning whatever has not been returned already midterm and the evaluations and grades for those groups who have made their presentations in the days preceding.</p>