



BCMU 301/2

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SYLLABUS Summer 2012

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 students randomly to give them the opportunity to think on their feet-- or in their 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. You will not do well in this class if you wait until the midterm to learn this material.

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

REVISED COURSE SCHEDULE

1	6/19	Course Overview Some fundamentals	
<p>Introduction/Problem Solving</p> <p>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.</p>			
2	6/21	Pronouns, Basic Rhetorical Technique Situation Analysis	
<p>PTO 1: Woe Is I—Focus more on this chapter. 2: worth reading, but optional</p> <p>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?</p> <p>Coursepak: Analysis: pp. 1-7.</p> <p>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.</p>			
3	6/26	More Analysis The Rhetorical Big Three Begin Group Work	1st assignment distributed
<p>JH 3: Control the Tense—Forensic, Demonstrative, & Deliberative 4: Soften Them Up—Logos, Pathos, Ethos</p> <p>Link on Website: "Why Won't They Listen," Will Saletan</p> <p>Coursepak: Composition and Organization pp. 8-13</p> <p>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.</p>			

4	6/28	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. 8-13			
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	7/3	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		
Coursepack Reading: Building the Emotional Intelligence of Groups”, Druskat and Wolff			
Coursepak: Execution/Evaluation, pp. 14-20.			
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	7/5	More Punctuation & Sentences The Commonplace & Reframing 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.		
Coursepak: Execution Evaluation, pp. 20-23. Memos, Letters, Emails, pp. 24-30.			

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.

7	7/10	More Passive Voice Commonplace, Reframing Direct Requests & Bad News The Business Plan	Quiz 2 Team Charter due Kiechel returned
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JH 11: Gain the High Ground: Ethos & the Commonplace
 12: Persuade on Your Terms: Reframing & Redefining Terms

Coursepak: Direct Requests & Bad News, pp. 31-37.

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	7/12	Using Ethos Effectively Persuasion, Sales Collaborative Problem Solving Work plan	Quiz 3 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, Sales Letters—pp. 38-40.

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	7/17	No Class Meeting Today
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I recommend using the time to meet in groups, to make a final decision about your business plan idea, and to start work on the work plan

10	7/19	Deliver More Verbal Impact Persuasive Requests Sensitive Issues	3rd Assignment workshop Work plan due
JH	20: Get Instant Cleverness		
Coursepak: Persuasive Requests, pp. 41-46; Business Plans, 47.			
In this class we get into figures of speech in more depths, and we build upon what we learned from junk mail letter strategy to a broader category of persuasive. 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.			
11	7/24	Intro to Presentation Zen (GR) Business Plan Structure/Content Group Time to develop work plan	3rd assignment due Persuasive Talk dist.
JH:	21: Seize the Occasion 22: Use the Right Medium		
GR	1: Presenting in Today's World		
Coursepak: More Business Plans, pp. 48-52.			
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. We'll watch and critique the oral presentation of a group presentation from a previous class.			
12	7/26	Cicero's Big Five Creative Process Revisited Creating Content	Quiz 4
JH:	23: Give a Persuasive Talk		
GR	2: Creativity, Limitations, and Constraints		
Coursepak: Oral Presentations Group Work and Developing Memorable Content, pp. 53-57.			
We'll also be introducing the last major writing project of the quarter—The Persuasive Talk. And we'll be doing more about how to develop compelling content.			

13	7/31	More on Compelling Content Visual Thinking 1	
GR	3: Planning Analog 4: Crafting the Story	<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>	
14	8/2	Visual Thinking 2 Group Dysfunction	Persuasive Talk due
GR	5: Simplicity—Why It Matters 6: Presentation Design—Principles and Techniques 7: Sample Slides—Images & Text	<p>Coursepak: Preparing Visual Aids, pp. 58-60.</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>			
15	8/7	Mid-Term Oral Presentations: Delivery	
GR	8: The Art of Being Completely Present	<p>One-hour comprehensive midterm. More info as date approaches.</p>	
<p>In the second hour class will focus on delivery skills and rehearsal strategies. We'll outline what goals you should be setting for yourself to achieve as a group when you get in front of the class</p>			
16	8/9	Student 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>			

17	8/14	Student Group Presentations
18	8/16	Student Group Presentations; Wrap up In the last class we'll finish the remain group presentations. We will do the peer and course evaluations. I'll also be returning your graded Persuasive Talk (if I haven't done it already) and the evaluations and grades for those groups who have made their presentations in the days preceding.