



BCMU 301

Lecturer: Jack Whelan

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

e-mail: jwhelan@u.washington.edu

Office Hours: TBA

or by appointment

Paccar 529

Phone: 206 261 2495

SYLLABUS Summer 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 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

Honor Code: By being a student in this course, you acknowledge that you are a part of a learning community at the Foster School of Business that is committed to the highest academic standards. As part of this community you pledge to uphold the fundamental standards of honesty, respect, and integrity, and accept the responsibility to encourage others to adhere to these standards

COURSE SCHEDULE

1	6/25	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	6/27	Pronouns, Basic Rhetorical Technique Situation Analysis	1st assignment distributed
<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	7/2	More Analysis The Rhetorical Big Three Begin Group Work	Analysis & outline workshop
<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	7/9	Punctuation Ethos Group Work	Quiz 1 1st assignment final due
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	7/11	Common Usage Mistakes Pathos Paragraphs & Sentences	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	7/16	More Punctuation & Sentences The Commonplace & Reframing Effective Revision Techniques	Quiz 2 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. We'll workshop the second assignment in class with a particular look at your sentences.

7 **7/18** **EQ: Personal & Social Awareness
Redefining & Reframing
More Passive Voice
Bad News: Hilda Workshop** **2nd assignment due
Kiechel returned**

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 **7/23** **Commonplace
Request Messages
The Business Plan /Collaborative Problem Solving** **Quiz 3
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—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 **7/25** **Identity Strategy
Persuasive Requests
Deliver More Verbal Impact** **2nd Assignment returned
Dr. Reed Workshop
Work Plan due**

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	7/30	Figs of Speech: repetitions Creating Content 1 More Business Plans	3rd assignment due
<p>JH: 21: Seize the Occasion 22: Use the Right Medium</p> <p>GR 1: Presenting in Today’s World</p> <p>Coursepak: Preparing Content, pp. 56-58</p> <p>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.</p>			
11	8/1	Figures: questions Identity Strategy Creating Content 2	Quiz 4 Persuasive Talk distributed
<p>JH 23: Give a Persuasive Talk</p> <p>GR 2: Creativity, Limitations, and Constraints</p> <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	8/6	More Figures: lists, catalogs Oral Presentations: Creating Content 3 Cicero’s Arrangement Sensitive Issues	
<p>GR 3: Planning Analog 4: Crafting the Story</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	8/8	More Figures Oral Presentations: Visual Aids Bus Plan: Openings	Dr. Reed returned
<p>GR 5: Simplicity—Why It Matters 6: Presentation Design—Principles and Techniques 7: Sample Slides—Images & Text</p> <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	8/13	Figures: Word Play Business Plan: Money Visual Thinking 2	Persuasive Talk due
<p>GR 8: The Art of Being Completely Present</p> <p>Coursepak: Delivery, p. 62.</p> <p>We'll be looking at word play figures and focusing more on how to handle the money in the presentation.</p>			
15	8/15	In-Class Midterm Oral Presentations: Delivery	
<p>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</p>			
16	8/20	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 **8/16** **Student Group Presentations; Wrap up**
Pulling it All Together

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.