Communication Studies: COMS 4315-001
BUSINESS PRESENTATIONS
Spring 2020, FA 265, 10:00-10:50

Professor: Dr. Charla L. Markham Shaw
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Faculty Profile: https://www.uta.edu/mentis/profile/?1348
Blackboard: http://elearn.uta.edu

**Please contact me via your UTA email account.**

"If all my talents and powers were to be taken from me by some inscrutable Providence, and I had my choice of keeping but one, I would unhesitatingly ask to be allowed to keep the Power of Speaking, for through it, I would quickly recover all the rest."

--Daniel Webster

**COURSE GOALS:**

As a student, your goals in this course will be to become (1) a more effective business and public speaker, (2) a writer of clear, strong, and organized messages, and (3) a critical consumer of business and public communication.

**TEXTBOOK and READINGS:**


https://elearn.uta.edu/webapps/login/ [Blackboard/Class Materials tab]

**EVALUATION:**

_Students must complete all assignments to fulfill the requirements of the course._

**Written Assignments:** All written assignments must be typed (double-spaced) and in acceptable form. Grammatical and spelling errors will be penalized. Please proofread your papers!! All assignments are due at the beginning of the class period for which they are assigned. **LATE PAPERS WILL NOT BE ACCEPTED WITHOUT PENALTY** [10 pts. per day/or part thereof].

1. Outlines: Following the assigned format, develop a complete outline (citations, bibliography, etc.) indicating the organization of your speech. [Average of 4 outlines = 15%]

2. Minor Grades: Quizzes, Class Activities, Respondent briefs, Self-Critiques [Average of all = 10%]

**KEEP A HARD COPY OF EACH WRITTEN ASSIGNMENT***

Emergency Phone Numbers: In case of an on-campus emergency, call the UT Arlington Police Department at 817-272-3003 (non-campus phone), 2-3003 (campus phone). You may also dial 911. Non-emergency number 817-272-3381
**Speech Assignments:**

* **Diagnostic Presentation:** [minor] Evaluate the level of presentational knowledge/skill.

1. **Informative Presentation:** [15%] Orient new employees to the organization (schedule, benefits, etc.) or present information to professional associations, civic organizations, or other groups in the interest of good public relations (research findings, current impact of business on community/economy). [Must demonstrate understanding of informative principles and may not allude to value or policy/persuasion.]

2. **Persuasive Presentation:** [20%] Persuade upper management or Board of Directors of the need to do __________. In addition, convince them that this course of action, equipment, etc. will meet the need you have established. [proposal model]

3. **Social/Community Presentation:** [10%]
   A. On behalf of your organization, present a donation to a local charity in a public ceremony.
   B. In a public ceremony, announce the participation of your organization in ____________ (civic activity, environmental project, scholarship funds, etc.).
   [physical and media audience]

4. **Persuasive Mediated Presentation:** [15%]
   Given the electronic age in which we live, this final assignment offers you an opportunity to perfect your skills and apply your understanding of persuasive messages in a mediated presentational context. [recruiting]

**Examination:** [15%] There will be one exam (final). The exam will cover the speeches given in class, as well as information from the readings, lecture, discussions, and exercises.

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**ATTENDANCE:**

At the University of Texas at Arlington, taking attendance is not required. Rather, each faculty member is free to develop his or her own methods of evaluating students’ academic performance, which includes establishing course-specific policies on attendance. As the instructor of this section, my philosophy is that your attendance is vital towards the successful completion of the course requirements. Roll will be taken each class meeting. If you miss class due to official representation of the University in an authorized activity, you must supply the necessary documentation to me before that event. If you or a family member become seriously ill and you miss class, it is your responsibility to notify me as soon as possible and provide documentation to me as soon as you return to class. **You are responsible for information missed during your absence. Quizzes and activities may not be made-up. An absence on a due date does not justify a late assignment.**

The only class dates that require attendance will be presentation days. If you miss a presentation day without an excused absence, one percentage (1%) point will be deducted from your final average for each missed class period. For example, if at the end of the semester you have a 90% and have missed five presentation days [1% each], your average is reduced to an 85%.

Excessive tardiness will be treated as an absence.

If you fade out of the course it is your responsibility to drop officially. You will **NOT** be dropped for non-attendance.
POLICY NOTE #1: Once dates are assigned for presentations, they will not be changed due to "NO-SHOWS." If for some reason (SEE "excused absences" ABOVE) you are unable to speak, you must notify me in advance. If you miss your presentation (for a valid reason) and have notified me in advance, you may make-up the work with a minimal penalty. If you miss a presentation and have not notified me, you will not be given the opportunity to make-up the assignment.

POLICY NOTE #2: Students entering the room during a fellow student's presentation will be penalized five (5) points. The penalty will be reflected in the interrupter's presentation grade.

Grading Scale:  
A = 100-90  
B = 89-80  
C = 79-70  
D = 69-60  
F = below 60

University Policies

Drop Policy: Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. Students will not be automatically dropped for non-attendance. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (http://wweb.uta.edu/aao/fao/).

Disability Accommodations: UT Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including The Americans with Disabilities Act (ADA), The Americans with Disabilities Amendments Act (ADAAA), and Section 504 of the Rehabilitation Act. All instructors at UT Arlington are required by law to provide “reasonable accommodations” to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the Office for Students with Disabilities (OSD). Only those students who have officially documented a need for an accommodation will have their request honored. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting: The Office for Students with Disabilities, (OSD) http://www.uta.edu/disability/ or calling 817-272-3364. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability.

Counseling and Psychological Services (CAPS) www.uta.edu/caps/ or calling 817-272-3671 is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives.

Non-Discrimination Policy: The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit uta.edu/eos.
**Title IX Policy:** The University of Texas at Arlington (“University”) is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. For information regarding Title IX, visit [www.uta.edu/titleIX](http://www.uta.edu/titleIX) or contact Ms. Michelle Willbanks, Title IX Coordinator at (817) 272-4585 or titleix@uta.edu

**Academic Integrity:** Students enrolled all UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

>`I pledge, on my honor, to uphold UT Arlington’s tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence. I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.`

UT Arlington faculty members may employ the Honor Code in their courses by having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System Regents’ Rule 50101, §2.2, suspected violations of university’s standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student’s suspension or expulsion from the University. Additional information is available at [https://www.uta.edu/conduct/](https://www.uta.edu/conduct/). Faculty are encouraged to discuss plagiarism and share the following library tutorials [http://libguides.uta.edu/copyright/plagiarism](http://libguides.uta.edu/copyright/plagiarism) and [http://library.uta.edu/plagiarism/](http://library.uta.edu/plagiarism/)

**Electronic Communication:** UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at [http://www.uta.edu/oit/cs/email/mavmail.php](http://www.uta.edu/oit/cs/email/mavmail.php).

**Campus Carry:** Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit [http://www.uta.edu/news/info/campus-carry/](http://www.uta.edu/news/info/campus-carry/)

**Student Feedback Survey:** At the end of each term, students enrolled in face-to-face and online classes categorized as “lecture,” “seminar,” or “laboratory” are directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student’s feedback via the SFS database is aggregated with that of other students enrolled in the course. Students’ anonymity will be protected to the extent that the law allows. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback is required by state law and aggregate results are posted online. Data from SFS is also used for faculty and program evaluations. For more information, visit [http://www.uta.edu/sfs](http://www.uta.edu/sfs).

**Final Review Week:** for semester-long courses, a period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled
activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week unless specified in the class syllabus. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Emergency Exit Procedures: Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit: either left or right down the hallway, then down the stairwell. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities.

You are also encouraged to subscribe to the MavAlert system that will send information in case of an emergency to your cell phones or email accounts. Anyone can subscribe at https://mavalert.uta.edu/ or https://mavalert.uta.edu/register.php

Student Support Services: UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at http://www.uta.edu/studentsuccess/success-programs/programs/resource-hotline.php

The IDEAS Center (2nd Floor of Central Library) offers FREE tutoring to all students with a focus on transfer students, sophomores, veterans and others undergoing a transition to UT Arlington. Students can drop in, or check the schedule of available peer tutors at www.uta.edu/IDEAS, or call (817) 272-6593.

The English Writing Center (411LIBR): The Writing Center offers FREE tutoring in 15-, 30-, 45-, and 60-minute face-to-face and online sessions to all UTA students on any phase of their UTA coursework. Register and make appointments online at https://uta.mywconline.com. Classroom visits, workshops, and specialized services for graduate students and faculty are also available. Please see www.uta.edu/owl for detailed information on all our programs and services.

The Library’s 2nd floor Academic Plaza offers students a central hub of support services, including IDEAS Center, University Advising Services, Transfer UTA and various college/school advising hours. Services are available during the library’s hours of operation. http://library.uta.edu/academic-plaza

Library & Research Assistance: University-level research requires university-level sources. Contact the Library for personalized help in navigating research resources and locating the sources you need.

- **Librarian:** Your librarian is **Diane Shepelwich**, dianec@uta.edu. If you need help getting started with your research or have questions along the way, contact Diane for personalized assistance.
- **Research Coach:** Research Coaches are UTA students trained to help you frame your research questions, develop search strategies, understand citation styles, and select and evaluate relevant resources. http://libguides.uta.edu/researchcoach
- **Library Staff:** Find library staff at the Service Zone, Central Library first floor, or at the branch libraries, by phone at (817) 272-3395, by text at (817) 727-8395, email at AskUs@uta.edu, or chat on the library’s homepage, http://library.uta.edu/
- **Research Consultation:** To set an appointment to meet with your librarian or research coach, http://library.uta.edu/form/appointment-request-form
- **Research Guides:** For a list of useful guides to help you start your research, visit: http://libguides.uta.edu/
**TENTATIVE SCHEDULE (DUE DATES)**

**NOTE:** This schedule is TENTATIVE and will be adjusted as necessary. In order to stay informed of changes in due dates for readings, presentations, and written assignments, it is important for you to be present in class. ADDITIONAL READING ASSIGNMENTS WILL BE ANNOUNCED IN CLASS.

1/22  Introduction to the course

1/24  **DIAGNOSTIC ASSESSMENT**

1/27  **DIAGNOSTIC FEEDBACK**

1/29  Lecture/Discussion


1/31  Lecture/Discussion

2/3  **Sign-up for Informative Presentation**


2/5  Lecture/Discussion

2/7  Lecture/Discussion [Draw for respondent assignment]

2/10  Lecture/Discussion

2/12  Lecture/Discussion

2/14  Lecture/Discussion

2/17, 2/19, 2/21  **INFORMATIVE PRESENTATIONS**

2/21  *Independent Analysis of self and peer (reports due 2/26)*

2/24  **DUE: Respondent Brief & Self-Evaluation**


3/2  **Sign-up for Persuasive Meeting and Persuasive Presentation**

3/4  Lecture/Discussion
3/6 Lecture/Discussion

3/9 - 3/13 SPRING BREAK

3/16 Persuasive Meeting

3/18 Persuasive Meetings

3/20 Persuasive Meetings

3/23, 25, 27, 30 PERSUASIVE PRESENTATIONS

4/1 DUE: Respondent Brief & Self-Evaluation

4/3 Southern Communication Association Conference/Workday

4/6 Exam

4/8 Debrief exam

4/10 Lecture/Discussion Social/Community

4/13 Lecture/Discussion

4/15 Social/Community Workshop

4/17 SOCIAL/COMMUNITY PRESENTATIONS

4/20 DUE: Respondent Brief & Self-Evaluation

4/22 Mediated Communication Lecture/Discussion
** Sign-up for 2 things: (1) practice; (2) final mediated presentation

4/24 Lecture/Discussion

4/26 All draft scripts due (via email) no later than 2 p.m. today (Sunday, April 26)

4/27, 29 Persuasive Mediated Presentations (assigned practice)

4/30 All final scripts due (via email) no later than 2 p.m. today (Thursday, April 30)

5/1 MEDIATED PRESENTATIONS (STUDIO)

5/4 Lecture/Discussion: Group Presentations

5/6 Workshop

5/8 Group Workshop Presentations and Awards