

Business and Professional Speaking

COMM 103 Section 207

T/Th 11:30-12:45 | Corboy Law Center 205

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Course description

This course is designed to teach you how to research, organize, write and deliver speeches with an emphasis on business communications. You also will learn to be an intelligent, thoughtful and critical listener.

As a speaker, you will develop an understanding of the discipline of rhetoric and the art of public speaking. You will then be asked to demonstrate your knowledge in the following ways:

- Selecting a topic or position on an issue; researching the topic; and choosing the proper material to support the position.
- Organizing your ideas in a logical, cogent manner.
- Writing clearly using lively words.
- Using proper presentation methods to deliver a speech to an audience.

As a listener, you will be responsible for the following:

- Critiquing speeches based on the guidelines for proper public discourse.
- Expressing your opinions about a speech topic.
- Doing so in a constructive, supportive manner.

1/17: Course Introduction: Contingency, Arrangement, Execution

1/19: **Introductions**

1/24: Organizational patterns

1/26: Organizational support

1/31: Delivery, part 1 (performance)

2/2: Delivery, part 2 (working with notes)

2/7: **Innovative Information Speeches**

2/9: **Innovative Information Speeches**

2/14: Audience Analysis

2/16: Language and Culture

2/21: Speaking with Technology (data & design)

2/23: Speaking with Technology (performance)

2/28: **Trend Analysis Speeches**

3/2: Trend Analysis Speeches

SPRING BREAK

3/14: Principles of Persuasion (patterns)

3/16: Principles of Persuasion (audience)

3/21: Principles of Persuasion (argument)

3/23: Principles of Persuasion (ethics)

3/28: Persuasive Speeches

3/30: Persuasive Speeches

4/4: Persuasive Speeches

4/6: TBD

4/11: Interviewing Skills (interviewee)

4/13: Interviewing Skills (interviewer)

4/18: Interviews

4/20: Interviews

4/25: Computer Mediated Speaking

4/27: TBD

FINAL: COMPUTER MEDIATED PRESENTATIONS