Michael Lee Kent, Ph.D.   **Rutgers University: SCILS**

Message Design and Presentational Skills for Organizational Practitioners
SCILS 17:194:587 | Tuesday/Thursdays | 6:15–9:45 | Location: SCILS 323

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Course Description: Message Design and Presentational Skills for Organizational Practitioners covers approaches to presentational speaking. Emphasis is given to the use of supporting technology and software. Students will have multiple opportunities to give public presentations in a variety of speaking situations including informational speaking and speechwriting.

Objectives
- To learn how to use current DTP software to support presentations.
- To learn how to write and deliver a professional public speech.
- To learn about special occasion speaking including "after dinner" speaking.
- To learn how to prepare a professional presentation including the development of supporting materials.

Academic Dishonesty: The University is an academic community of scholars. Academic dishonesty is a very serious offense against the integrity of this community and will not be tolerated. All academic work submitted by you is assumed to be your own original work and to contain your own thought, research, and self-expression. Work that borrows the ideas, organization, or wording, from others must be properly acknowledged. Similarly, work that was conducted for another class should not be passed off as original.

Plagiarism is the unauthorized or inappropriate use of the words or ideas of others. Plagiarism occurs when written or spoken material is borrowed (even from oneself), in whole or in part, and passed off as original by a writer or speaker. Plagiarism includes, but is not limited to, presenting someone else's ideas, speech, presentation, essay, book review, or news release as original. It also includes failing to document or cite the source of word-for-word or paraphrased material in oral presentations or written assignments.

It is my policy to pursue plagiarism vigorously, to fail students who plagiarize for the entire class, and to report cases of plagiarism to the university administration.

- Please come to class prepared to participate and contribute to class.
- Please submit all work in a professional "final-draft-looking" form.
- **NB:** "draft," dot matrix, hand-written, or typewriter documents will not be accepted.
- Late assignments will be discounted 10% per calendar day.

Attendance policy: students may miss the equivalent of one week of classes without penalty—two weeks before failing. Missing three classes will result in a 5% reduction of the final course grade; missing four classes will result in a 10% reduction of the final course grade. Missing five or more classes will result in a failing grade for the course.

For "perfect" attendance: (including being on time for each class) you will gain an additional 3% on your final grade. No exceptions to bonus will be made for any reason.

Assignments	Points
Web Activity (required)	P/F
Write/Deliver another's speech (250 to write/prepare; 250 to deliver)	**500**
Presentation (10–15 min. & 3 pp. of handouts)	**500**
Book Review (4–6 pp.)**, Handout,** (1–2 pp.) **Presentation** (8–10 min.)	**500**
After dinner Speech (required)	P/F
Professionalism (Preparedness for class, participation in class, etc.)	**200**
Total	**1,700**

Note: Graduate level writing standards are expected on all work submitted (this includes correct grammar, spelling, punctuation, careful proofreading, etc.). No spelling errors are allowed—having even one spelling error will result in a zero for the assignment in question. All assignments should be double-spaced (with 25–27 lines-per-page), have one-inch margins (1") all around, and be written in one of the following fonts: Bookman or Bookman Old Style 11pt., Times or Times New Roman 12 pt., Palatino 11 pt., New Century Schoolbook 11 pt., Garamond 12 pt., or Bernhard Modern 12 pt. For headings, use **boldface type**, **Ariel Black**, or **Helvetica Black**.

Professionalism Policy

Webster defines a professional as: (1) characterized by or conforming to the technical or ethical standards of a profession; and (2) exhibiting a courteous, conscientious, and generally businesslike manner in the workplace.

Failing to come to class (or work) regularly (or coming late) is clearly unprofessional. Furthermore, merely coming to class every day, getting "good" grades, and "occasionally" saying something in class is not the mark of a professional. Rather <u>that</u> is "average" behavior. Individuals who simply show up to work, do their jobs acceptably, and collect their paychecks (or grades), are not what we envision as archetypal professionals. As Webster explains above, professionals are "conscientious, and generally businesslike."

Demonstration of the "conscientiousness" mentioned by Webster is accomplished by being prepared to discuss classroom issues, having done your reading, having made an effort to understand the text and other materials, and showing a focused and respectful attitude toward your peers, the teacher and any guests.

Communication is an "audience oriented" discipline. Effective interpersonal communication is one of the hallmarks of "professional" communicators. Professionalism is not be exhibited by <u>arguing</u> about grades, policies, or procedures, <u>in class</u> (or in my office). Any discussions of this sort should occur in private and in a courteous manner with your instructor. "Arguing" is <u>not</u> professional behavior. Being genuinely interested in how to improve <u>is</u> professional.