

LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		08-30	AP-10/21/08	App-11/4/08

**Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee**

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Proposing Department/Unit Communications Media	Phone 7-3210

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

<b>1. Course Proposals (check all that apply)</b>		
<input type="checkbox"/> New Course	<input type="checkbox"/> Course Prefix Change	
<input checked="" type="checkbox"/> Course Revision	<input checked="" type="checkbox"/> Course Number and/or <u>Title</u> Change	
<input type="checkbox"/> Course Deletion	<input checked="" type="checkbox"/> Catalog Description Change	
COMM 205 Media Presentation Skills	COMM 205 Making Presentations with Media	
<i>Current Course prefix, number and full title</i>	<i>Proposed course prefix, number and full title, if changing</i>	
<b>2. Additional Course Designations: check if appropriate</b>		
<input type="checkbox"/> This course is also proposed as a Liberal Studies Course.	<input type="checkbox"/> Other: (e.g., Women's Studies, Pan-African)	
<input type="checkbox"/> This course is also proposed as an Honors College Course.		
<b>3. Program Proposals</b>		
<input type="checkbox"/> New Degree Program	<input type="checkbox"/> Program Title Change	
<input type="checkbox"/> New Minor Program	<input type="checkbox"/> New Track	
<input type="checkbox"/> Catalog Description Change	<input type="checkbox"/> Program Revision	
<input type="checkbox"/> Other		
<i>Current program name</i>	<i>Proposed program name, if changing</i>	
<b>4. Approvals</b>		
Department Curriculum Committee Chair(s)	<i>B. Gail Wilson</i>	8-26-08
Department Chair(s)	<i>Phil P. D...</i>	8/26/08
College Curriculum Committee Chair	<i>Roger Busio</i>	10/1/08
College Dean	<i>Mary Ann Rafath</i>	10/1/08
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
Additional signatures as appropriate: (include title)		
UWUCC Co-Chairs	<i>Gail Schust</i>	10/22/08

\* where applicable

Received  
OCT 22 2008  
Liberal Studies

Received  
OCT 01 2008  
Liberal Studies

# 1. New Syllabus of Record

## I. Catalog Description

### COMM 205 Making Presentations with Media

3 class hours  
0 lab hours  
3 credits  
(3c-0l-3cr)

#### Prerequisites: COMM 101

Introduction to basic presentation skills, emphasizing the use of media to enhance presentations. Students will research, organize and write presentations, design appropriate media and deliver individual and team presentations.

## II. Course Outcomes:

At the conclusion of the course the students will be able to:

1. understand the importance of public presentations in college and career situations
2. organize, write and deliver effective presentations
3. design effective media for use with presentations
4. understand how media is used to enhance presentations
5. develop confidence in making presentations
6. evaluate presentation skills and work to improve effectiveness as a presenter
7. analyze audience characteristics
8. critically analyze other presentations to learn new presentation techniques
9. understand the importance and need for small group interaction and team building for making group presentations

### Student Outcomes Assessment Matrix

COE&ET Conceptual Framework	Program Objectives	Course Objectives	Assessment Technique
1 - 2 - 3 - 4	1 - 2 - 3 - 4	1	Presentations #1-5 <b>Presentation #5*</b> Peer Reviews Tests
1 - 2 - 3 - 4	2 - 3 - 4	2	Presentations #1-5 <b>Presentation #5*</b>
1 - 2 - 3 - 4	2 - 3 - 4	3	Presentations 1-5 <b>Presentation #5*</b>
1 - 2 - 3 - 4	2 - 3 - 4	4	Presentations #1-5 <b>Presentation #5*</b>

1 - 2 - 3 - 4	2 - 3 - 4	5	Presentations #1-5 <b>Presentation #5*</b> Self Evaluations
1 - 2 - 3 - 4	2 - 3 - 4	6	Presentations 1-5 <b>Self Evaluations*</b> Peer Reviews
1 - 2 - 3 - 4	2 - 3 - 4	7	Presentations #1-5 <b>Writing Assignment*</b>
1 - 2 - 3 - 4	2 - 3 - 4	8	Peer Reviews <b>Writing Assignment*</b>
1 - 2 - 3 - 4	2 - 3 - 4	9	Presentations #1, 2 & 5 <b>Presentation #5*</b> Tests

\* Key Assessment

### III. Detailed Course Outline

Week #1 (3 class hours)

- Introduction/discussion of course requirements
- Analysis of Effective Presenters
- Viewing of selected presentations
- Selecting & narrowing presentation topics

Week #2 (3 class hours)

- Planning the Presentation
- Understanding & Analyzing the Audience
- Researching & Organizing the Presentation

Week #3 (3 class hours)

- Writing & Editing the Presentation
- Designing Presentation Materials
- Supporting ideas with Research & Evidence

Week #4 (3 class hours)

- Individual Presentations 1 & 2

Week #5 (3 class hours)

- Using Effective Language
- Overcoming anxiety

Week #6 (3 class hours)

- Speaking to Inform
- Mid Term Test

Week #7 (3 class hours)

- Individual Presentation #3

Week #8 (3 class hours)

- Speaking to Persuade
- Designing & Handling Media for presentations
- Week #9 (3 class hours)
  - Using computer presentation applications
  - Individual Presentation #4
- Week #10 (3 class hours)
  - Individual Presentation #4
  - Preparing and delivering Instructional Presentations
- Week #11 (3 class hours)
  - Preparing and delivering Instructional Presentations
  - Team Building and Group Presentations
  - Group Presentation Situations
- Week #12 (3 class hours)
  - Presentations in Different Situation
    - large groups
    - meetings & conferences
    - sales & business presentations
- Week #13 (3 class hours)
  - Presentation #5 (Instructional)
- Week #14 (3 class hours)
  - Presentation #5 (Instructional)
  - Final Exam Review

Final Exam as Scheduled

#### **IV. Evaluation Methods**

The final grade for the course will be determined by the successful completion of the following assignments. Students are required to complete five (5) in-class presentations. Each student will organize, outline and deliver four individual presentations and one group presentation during the semester. All presentations will use various types of media, including presentation software such as Power Point, imbedded video or audio and other media as appropriate to the assignment. Additional instructions along with topic suggestions will be provided in the course packet. Each presentation will be videotaped.

**Presentation #1** - A 1 minute introduction of another student's presentation #2, delivered on the same day as the other student's presentation to introduce him or her to the class.

**Presentation #2** - A 3-5 minute informative presentation about an assigned theme.

**Presentation #3** - A 4-6 minute informative presentation about an issue of significance in student's chosen field of career interest.

**Presentation #4** - A 4-6 minute presentation designed to persuade the class to accept the presenter's point of view. The topic must be socially or politically significant and must be supported by appropriate research materials.

**Presentation #5** – A 20 minute instructional presentation presented with a partner and chosen from the topic list provided or another approved topic appropriate for the course. The presentation must include a class activity, class participation, and a test or assessment of the stated learning objectives.

**Peer Reviews** – Each student is required to write peer reviews of other student presentations. Peer review forms will be provided and students will complete these forms while watching the in-class presentations. Each student will complete four peer reviews.

**Self-Evaluations** – Each student is required to review the DVD recording of his or her presentation and complete the individual self-evaluation forms provided in the course packet. Self-evaluation forms must be turned in with the presentation DVD no later than one week following the in-class presentation.

**Writing Assignment** – Each student is required to write a 3-4 page paper analyzing the presentation skills and style of an out-of-class presentation. During political election seasons students will be assigned to watch a political debate or other televised speech. On-campus presentations will be assigned on occasions where televised presentations are not available. The content of the assignment will focus on the presentation style of the speaker(s). For the political debate or speech assignment, students will be required to view political commercials of the same candidates and discuss the target audience of those commercials. From this analysis, students will include in the writing assignment examples of how the debate or speech targets or does not target the same audience. For an on-campus presentation, students will address to what degree the presenter has

considered the audience that is present and will give specific examples of how the audience is targeted during the presentation.

**Assignments:**

Individual presentation #1	20 points (4.1%)
Individual presentation #2	30 points (6.2%)
Individual presentation #3	40 points (8.3%)
Individual presentation #4	50 points (10.4%)
Group Presentation #5	75 points (15.6%)
Self-Evaluations (5 X 15)	75 points (15.6%)
Peer Reviews (4 X 15)	60 points (12.5%)
Writing Assignment	30 points (6.2%)
Mid Term Test	50 points (10.4%)
Final Exam	50 points (10.4%)
Total Points	480

**V. Example Grading Scale**

Grades are calculated by totaling the points received on all assignments and dividing that number by the total points possible. The resulting percentage determines the letter grade, based on the scale below:

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

**VI. Undergraduate Course Attendance Policy**

The attendance policy for this course will be consistent with IUP's undergraduate attendance policy

**VII. Required Textbook(s), Supplemental Books and Readings**

Engleberg, I.N. & Daly, J.A. (2005). *Presentations in everyday life*. New York: Houghton Mifflin.

**VIII. Special Resource Requirements**

Students are required to purchase DVDs for videotaping purposes. Students will also find it necessary to purchase materials needed to produce media aids for individual and group presentations.

## IX. Bibliography

- Adler, R. & Rodman, G. (1997) *Understanding human communication*. Holt, Rinehard and Winston.
- Brydon, S. R. & Scott, M.D. (1997). *Between one and many*. New York: McGraw-Hill.
- Devito, J.A. (2003). *The essential elements of public speaking*. Boston: Allyn & Bacon.
- Engleberg, I.N. & Daly, J.A. (2005). *Presentations in everyday life*. New York: Houghton Mifflin.
- Engleberg, I.N. & Wynn, D.R. (2007). *Working in groups*. New York: Houghton Mifflin.
- Fletcher, P. (1998). *How to design and deliver a speech*. New York: Longman.
- German, K.M. & Gronbeck, B. (2004). *Principles of Public Speaking*. Boston: Allyn & Bacon.
- Goodall, H.L. & Goodall, S. (2006). *Communicating in professional contexts*. Belmont, CA: Thomson.
- Gregory, H. (1996) *Public speaking for college and career*. New York: McGraw-Hill.
- Lucas, S. (2004). *The Art of Public Speaking*. New York: McGraw-Hill.
- Monarth, H. & Kase, L. (2007). *The confident speaker*. New York: McGraw-Hill.
- Tracy, B. (2008). *Speak to win: how to present with power in any situation*. New York: AMACOM Publishing.
- Zarefsky, D. (2005). *Public Speaking: Strategies for Success*. Boston: Allyn & Bacon.

**2. A summary of the proposed revisions.**

The course title, course prerequisites and course description are changed

The course content is updated.

**3. Justification/rationale for the revision.**

The course title is changed to more clearly reflect the nature of the course and to provide students with a better description of the course when registering.

The course prerequisite of COMM 150 (previously numbered COMM 200) is removed to allow students to enroll in the course earlier. The department has determined that students, particularly transfer students, have difficulty enrolling in many department courses because of prerequisite requirements. As this is a sophomore level course, it is one that students could take earlier in their course of study. The course content in COMM 150 is not required for the successful completion of COMM 205 and was primarily imposed to limit enrollment.

The course prerequisite of COMM majors only is removed as any student who has completed COMM 101 can successfully complete this course. This prerequisite currently restricts COMM minors from being able to enroll in the course without special permission.

The course description is changed to remove references to “on-camera” presentations as this is not something appropriate for or of interest to many students interested in learning more about making presentations.

The course content of COMM 205 is generally updated to reflect revised course content and course assignments. The number of presentation assignments was reduced to accommodate the current 50 minute class period.

**4. The old syllabus of record. (see attached)****Part III. Letters of Support or Acknowledgement**

Not applicable.



## Old Syllabus of Record

### I. Catalog Description

#### CM 205 – Media Presentation Skills

3 credits  
3 lecture hours  
0 lab hours  
(3c-0l-3sh)

**Prerequisites:** CM 150, CM majors only

This course introduces students to basic presentation skills, emphasizing the use of media to enhance presentations. Students will research, organize and write presentations, design appropriate media and deliver presentations in various settings, including to large groups, on-camera and in groups with other students.

### II. Course Objectives:

At the conclusion of the course the students will be able to:

- ◆ appreciate the importance of public presentations in the communications field
- ◆ organize, write and deliver effective presentations
- ◆ design effective media for use with presentations
- ◆ understand how media is used to enhance presentations
- ◆ develop confidence in making presentations
- ◆ evaluate presentation skills and work to improve effectiveness as a presenter
- ◆ critically analyze other presentations to learn new presentation techniques
- ◆ understand the importance and need for small group interaction and team building for making group presentations

### III. Course Outline

Week #1 (3 class hours)

- Introduction/discussion of course requirements
- Analysis of Effective Presenters
- Videotape viewing of selected presentations
- Selecting & narrowing presentation topics

Week #2 (3 class hours)

- Planning the Presentation
- Understanding & Analyzing the Audience
- Researching & Organizing the Presentation

Week #3 (3 class hours)

- Writing & Editing the Presentation
- Designing Presentation Materials
- Supporting ideas with Research & Evidence

- Week #4 (3 class hours)
- Delivering the Presentation
  - Overcoming anxiety
  - In-class Presentation #1
- Week #5 (3 class hours)
- In-class Presentation #1
  - Evaluation & Individual Critiques of Presentation #1
- Week #6 (3 class hours)
- Presenting to the Camera
  - Using the teleprompter & scripts
- Week #7 (3 class hours)
- In-class Presentation #2
  - Evaluation & Individual Critiques of Presentation #2
- Week #8 (3 class hours)
- Designing & Handling Media for presentations
- Week #9 (3 class hours)
- In-class Presentation #3
- Week #10 (3 class hours)
- In-class Presentation #3
  - Evaluation & Individual Critique of Presentation #3
- Week #11 (3 class hours)
- Body Language & Dress
  - Group Presentation Situations
  - Presentations in Different Situation
    - large groups
    - board rooms
    - persuasive/sales presentations
- Week #12 (3 class hours)
- Team Building and Decision Making
  - Presentation #4
- Week #13 (3 class hours)
- Presentation #4
  - Evaluation & Individual Critiques of Presentation #4
- Week #14 (3 class hours)
- Improving Presentation Skills
  - Group presentations

The two hour final exam block will be used for additional group presentations and for the evaluation and individual critiques of the group presentations.

#### IV. Evaluation Methods

The final grade for the course will be determined by the successful completion of the following assignments. Students are required to complete five (5) in-class exercises. Each student will organize, outline and deliver four individual presentations and one group presentation during the semester. Each of the assignments will require progressively more sophisticated use of media, culminating in a group presentation using a computer presentation package such as Power Point.

Each presentation will be videotaped and students will be required to provide a written evaluation of each of their presentations.

Students will also be required to critically analyze two speeches, according to guidelines provided. Additional guidelines and evaluation criteria will be provided, in writing, for each assignment.

##### Assignments:

In-class exercises :	5X20 points each	=	100 (20% of total)
Individual presentations:	4X30 points each	=	120 (24% of total)
Individual evaluations:	4X20 points each	=	80 (16% of total)
Group Presentation:	1X100 points	=	100 (20% of total)
Critical Evaluations:	2X50 points	=	100 (20% of total)
Total Points Possible		=	500

**Grading Scale:** Grades are calculated by totaling the points received on all assignments and dividing that number by the total points possible. The resulting percentage determines the letter grade, based on the scale below:

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

#### V. Required Textbooks, supplemental books and readings

Required Textbook: Engleberg, Isa N. (1994) Principles of Public Presentations

#### VI. Special resource requirements

Students are required to purchase a new ½ inch VHS videotape for videotaping purposes. Students will also find it necessary to purchase materials needed to produce media aids for individual and group presentations.

## VII. Bibliography

Adler, Ronald & George Rodman (1997) Understanding Human Communication. Holt, Rinehard and Winston, Inc.

AVC Presentation for the Visual Communicator. (1991) PTN Publishing, Melville, NY.

Benjamin, James & Raymie McKerrown (1994) Business and Professional Communication. Addison, Wesley, Longman.

Brydon, Steven R. & Michael D. Scott (1997) Between One and Many. Mayfield Publishing

Engleberg, Isa (1994). Principles of Public Presentations. Addison, Wesley, Longman.

Fletcher, P. (1998). How to design and Deliver a Speech. Addison, Wesley, Longman.

Gregory, Hamilton (1996) Public Speaking for College and Career. McGraw-Hill Companies.

Griffith, Laurel T. (April 1988) "Audiovisual Checklist", The Toastmaster, pp. 25-26.

Hoff, Ron (1992) I Can See You Naked: A fearless guide to making great presentations. Andrews & McMeel, Kansas City.

Knapp, Mark L. & Judith A. Hall (1997) Nonverbal Communication in Human Interaction. Harcourt Brace & Company.

Leech, Thomas (1993) How to Prepare, Stage and Deliver Winning Presentations. American Management Association, New York.

Samovar, Larry A. & Jack Mills (1995) Oral Communication. Brown & Benchmark.

Verderber, Rudolph F. & Kathleen S. Verderber (1992) Inter-Act: using interpersonal communication skills. Wadsworth Publishing.