

Tulsa Community College – METRO Campus [Fall 2016]
School of Liberal Arts & Communication
COMM 2093: Speech Communication “Business and Professional Communication”
Jon Tanzey, Professor

Assistant Professor Jon Tanzey
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Office Hours:
MW 7:30-8:30 (please notify in advance)
M 11:30-1pm
TR 11am-2pm
W 11:30-12noon
Or by Appointment

Text Materials (all provided unless noted):

Boxing Plato’s Shadow: An Introduction to the Study of Human Communication
(Dues and Brown, 2003)

The Art of Possibility: Transforming Professional and Personal Lives (Zander and Zander, 2002) (student purchase)

Zen and the Art of Motorcycle Maintenance: An Inquiry into Values (Pirsig, 1975) –
Amusing Ourselves to Death (Postman, 1985/2005)

provided via Blackboard

“Rhetorical Conversation, Time and Moral Action” (Thomas Frenzt, Quarterly Journal of Speech 1985) - Blackboard

“Narrative as a Human Communication Paradigm” (Walter Fisher in Contemporary Rhetorical Theory, ed Lucaites, Condit, and Caudill, 1999) - Blackboard

“The Wow Project” (Tom Peters, nd) - Blackboard

Other chapters or excerpts from meaningful works - Blackboard

Course Prerequisite: COMM 1113, “Public Speaking”

Next Course(s) in Sequence: Interpersonal Communication (COMM 2103)
Communication Theory (COMM 2503)

Course Description: *A study of the principles and theories of business and professional communication.*” Students will address a variety of questions that arise from the intersection of public, professional life and the academic study of rhetoric/communication.

Course Objectives: Students will identify, describe, discuss, and critique effective public communication/rhetorical skills within the particular context of business and professional environments. Rhetoric is both a practice and a study, so student can anticipate both in this class.

Course Expectations:

We will address some basic questions about rhetoric and where it is encountered in the business and professional sphere of public life. To meet these expectations the course offers us these (and other) questions:

1. What is “quality”? How do we communicate our values to others?
2. Great leaders are great communicators – how does leadership and effective communication relate to one another?
3. How is digital and electronic technology changing communication?
4. How can we “use” narrative in formal communication?
5. The world is changing rapidly – what role does communication play in this change?
6. Some describe the current socio-political landscape as “dysfunctional” – how can we, as communication experts, return “normalcy” to our socio-political discussions?
7. Communication is an integral part of every professional workplace – what assumptions do various professions make about communication? What does that mean to us as “communication experts”?

Attendance: This is a blended course meeting once weekly. Online work is done at the student’s convenience. I have attempted to set due dates that reflect both of these realities. Attendance is a critical component of success in this course.

Few of us enjoy a work environment where chronic absences, tardies, or leaving early is tolerated; view this as training for that work experience. I do not accept requests for exemption from being counted absent; you are given a freebie and should use it with discretion. Note that missing on days oral assignments are due is different – see below.

Graded Assignments. Students will take two exams, a mid-term and a final. These exams are essay exams. Students will complete quizzes as part of their **online**, out-of-class work; class time is dedicated to presentations by students, lecture and class discussions. Quizzes allow unlimited retakes until the student is satisfied with the grade; quizzes reinforce important learning on a variety of topics. In lieu of the final, students may choose to “double down” and have their final presentation/paper count for the final exam.

Make-Up and Late Work. Rarely do working adults get a “do over”; likewise, I do not allow make-up assignments. Failure to complete a project by the announced deadline results in a “zero” (0) points for the assignment. Should you feel an exception should be made, you may submit a request (via TCC email is fine). Generally, any make-up work must be approved within 24 hours of missing the deadline, and carries a **two letter grade penalty** (a 20-percent deduction from the final, earned grade for that assignment). Projects should be submitted for instructor review periodically; it is a nice way of (a) making sure you are progressing towards your project goal, and (b) making sure you receive the “benefit of the doubt”, if appropriate.

Grades: All assignments accrue points towards a semester total.

Midterm Exam	100 points
Final Exam	250 points
Reading quizzes (online; 5 * 25pts each)	125 points
TED project presentation	100 points
TED project paper	50 points
Leadership project presentation	100 points
Leadership project paper	50 points
Pirsig project presentation	100 points
Pirsig project paper	50 points
Final Paper/Presentation	200 points
Attendance/Participation	100 points
Total Points:	1225 points

(“A”: 1103 or more; “B”: 980-1102; “C”: 858-979; “D”: 735-857; “F”: 734 or less).
Grades are determined by point total, not percentages (just in case of confusion).

Extra Credit Policy. Extra credit assignments are occasionally provided. Students must complete all extra credit by the assigned deadline. *Extra credit is reserved for students who are in class and complete assignments on time.*

Withdrawing from the Class: Students who believe they would benefit from dropping the class should send the instructor an email regarding their circumstances – maybe I can help and we can avoid having you drop the class. The last day to drop a class for the spring semester is **Friday, November 11, 2016**. Note that we do not have class that day, and that I am not on campus that day to assist you. Finally, I will not drop you from class for any reason; that is the student’s responsibility. Do not assume that failing to attend class or complete projects will result in me executing a drop for you.

Written Documents and Plagiarism: Written documents (submitted in support of a speech; argument paper) will be submitted electronically through Safe Assign via Blackboard. Students should expect to fail the course as a result of plagiarism. At the least, students who have a document “flagged” by Safe Assign as plagiarised will receive a zero on that document. Further, you will be turned over to TCC for (possibly) further disciplinary action. Plagiarism includes, but is not limited to, submitting work for this class that is not your work for this class. Note that I consider the submission of materials you have prepared for other classes an act of plagiarism.

Technical Information: Technical assistance with Blackboard may be found by calling 918.595.2000. Students may download Microsoft Office 2010 (provides a word processor application to use for written submissions) at this link on Blackboard (type into browser): https://bb.tulsacc.edu/webapps/portal/frameset.jsp?tab_tab_group_id=_12_1

Communication: Email is the preferred method of communication. Students should use their “tulsacc.edu” email account only; **I will not acknowledge emails sent from other email providers.** This provides a safe, reliable platform for communication. Note: many students rollover their TCC email to their phone or other email account; it is the responsibility of the student to use the proper email account for any/all communication. Students will receive a reply to email communication and coursework within 24 hours of submitting an email (via tulsacc.edu) Monday through Thursday only, as well as Sunday evening during online office hours. Weekend correspondence is “at student risk” only. Student submissions for grade will not be evaluated unless submitted via tulsacc.edu email accounts (if applicable). **Written assignments to be submitted via Safe Assign will not be accepted via email or in class.**

Students will communicate (in class, online, and in email) in appropriate, professional language, grammar and syntax. “Text” speak or informal message board abbreviations will not be tolerated. Students will extend to the professor and other learners appropriate courtesy and professional demeanor. Personal attacks, abusive language, non-compliance with this policy, or online “stalking” will not be tolerated; violators will be reported to TCC authorities. There is a zero-tolerance policy in this class for this behavior (ie, this is your warning, you will be unceremoniously dropped from the class if it happens after the first class meeting of the semester) – be adult and relish the opportunity to interact with like-minded adults.

Students with Disabilities or Special Need Considerations: If you are disabled, or otherwise believe you have circumstances that warrant modifications of any assignment, please contact the instructor immediately. It is recommended that you also contact the Education Access Center (918.595.7115). They can insure that your concerns and possible modifications are completed, as needed. Students who are not disabled may still need to consider this service if: they are injured or ill, or become injured or ill during the course; or, encounter extreme circumstances in their personal life that require a modification of their learning. The college values its reputation as “student centered” and so does this instructor. If modifications are appropriate they will be provided.

Errata. It is appropriate for you to have high expectations of your Speech 2093 instructor. I, like you, am human and make mistakes. If you have concerns about my professionalism, your interaction with other students, or otherwise feel there is a problem I welcome the opportunity to assist you.

Tulsa Community College – METRO Campus [Fall 2016]
School of Liberal Arts & Communication
COMM 2093: Business and Professional Communication
Institutional Policies

Weather or Emergency Cancellation Policy. Tulsa Community College rarely closes. Classes may be cancelled if extreme weather conditions or emergency situations arise. TCC always gives cancellation notices to radio and television stations. This information is also available on the TCC website. If TCC cancels one (or more) of our classes please refer to Blackboard (<https://bb.tulsacc.edu>) for the course website. Any changes to the class will be posted there. Students are expected to take care of this prior to the next scheduled class meeting.

Withdrawal/Audit Policy. The deadline to withdraw from a course shall not exceed 3/4 of the duration of any class. That date is **Friday, November 11, 2016**. Not attending class does not constitute withdrawal. Before you withdraw from the course please:

1. talk to me; maybe I can assist with an alternative (there is an exception to every rule in my classroom)
2. if we decide a withdrawal is best, you will proceed to the Counseling Office in MC1014 and request the “withdrawal” form.
3. keep a copy of the withdrawal form after confirming with the Counseling Office that you are indeed withdrawn from this course.

Note: failure to withdraw from a class in which you cease participation could result in a failing grade, which (amongst other issues) might affect financial aid.

Student Email Communication. All TCC students receive a designated “MyTCC” email address (ex: jane.doe@mail.tulsacc.edu). All communication to you about TCC and course assignments will be sent to your MyTCC email address; and, you must use MyTCC email to send an email to, and receive a reply from, your instructor regarding this course.

METRO Instruction Labs: Writing Center – MP200 (Phillips Building, north of the bridge between MC and MP buildings). Students may receive help on speeches here! However, be advised that the Writing Lab is oriented towards written projects – be sure to emphasize that you are preparing a speech, not an essay.

Academic Dishonesty. Academic dishonesty (cheating) is defined as the deception of others about one’s own work, or about the work of others. Academic dishonesty or misconduct is not condoned or tolerated at Tulsa Community College. TCC adopts a policy delegating certain forms of authority for disciplinary action to the faculty. Such disciplinary actions delegated to the faculty include, but are not limited to, the dismissal of disrespectful or disorderly students from classes. In the case of academic dishonesty a faculty member may:

- require the student to redo an assignment or test, or require the student to complete a substitute assignment or test;
- record a “zero” (no credit) for the assignment or test in question;

- recommend to the student that the student withdraw from the class, or administratively withdraw the student from the class;
- record a grade of “F” for the student at the end of the semester. Faculty may request that disciplinary action be taken against a student at the administrative level by submitting such a request to the Dean of Students.

Computer Services Acceptable Use. Access to computing resources is a privilege granted to all TCC faculty, staff and students. Use of TCC computing resources is limited to purposes related to the College’s mission of education, research, and community service. Student use of technology is governed by the Computer Services Acceptable Use Statements/Standards found in the TCC Student Code of Conduct Policy Handbook. These handbooks may be obtained by contacting any Student Activities or Dean of Student Services Office.

DISABILITY RESOURCES: It is the policy and practice of Tulsa Community College to create inclusive learning environments. Accommodations for qualifying students in compliance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act are available. To request accommodations, contact the Education Access Center (EAC) at eac@tulsacc.edu or call (918) 595-7115 (Voice). Deaf and hard of hearing students may text (918) 809-1864.

Institutional Statement

Each student is responsible for being aware of the information contained within the TCC Catalog, TCC Student Handbook, TCC Student Code of Conduct Policy Handbook, and semester information listed in the Class Schedule. These items are easily accessed online and hardcopy versions are available in this building. If you have questions ask – my job is to assist students with these tasks.

Mission Statement

“Tulsa Community College betters its community through the intellectual achievement, creative energy, and responsible citizenship of its students, faculty, and staff by their engagement in teaching, learning, and service opportunities that transform and enrich lives. Tulsa Community College commits to innovative, flexible, and affordable public higher education that responds to a dynamic global environment.”

TCC Core Values

Student Success is the reason TCC exists. We strive for all students to be successful in their educations and we strive for the education to effectively prepare students for their lives. Learning is the focus because it is the essence of an institution of learning.

Excellence drives us. We strive to provide excellent education to our students, excellent resources to our community, and excellent administration and management for our employees.

Stewardship guides our daily decision-making. We investigate community needs and expectation and then respond by providing quality education that is responsive, convenient and affordable.

Innovation sparks our creativity and ensures that the hearts and minds of our students, faculty, staff and administration are actively engaged in acquiring learning, increasing our knowledge, and leading the community forward.

Diversity is our common bond. Sincere appreciation for and cultivation of differences enriches our lives, the community and the education we offer. It is a source of our pride and integral to our success.

TCC General Education Goals (effective fall 2014)

Tulsa Community College graduates value cultural diversity, ethical behavior, and the unique role of public education in sustaining a free society. The following general education goals function independently and in concert. TCC graduates demonstrate:

Communication Skills – effective written, oral, visual, technological, and interpersonal interactions

Critical Thinking – aesthetic and qualitative reasoning for creative inquiry, analysis, synthesis, and evaluation of information, both abstract and concrete

Empirical Skills – problem solving and quantitative reasoning in support of scientific and mathematical concepts

Teamwork – the ability to collaborate in support of shared purposes and goals

Personal Responsibility – choices and actions that recognize consequences and exhibit ethical decision-making

Social Responsibility – the ability to evaluate one's own ethics and traditions in relation to others and to embrace the diversity of human experience while engaging local, regional, and global communities.

Financial Aid Disclosure. Federal Financial Rules and Regulations have changed. Beginning now, if you receive any type of federal financial aid (Title IV aid) such as student loans, veterans' benefits, grants, scholarships or any other type of federal financial aid, you could be affected.

Beginning with the fall 2011 semester and beyond, if you receive Federal Financial Aid and you withdraw from or fail a class, you may lose your funding. TCC is required to run a calculation and determine if we must return some or all of your financial aid funds to the Department of Education. This often leaves a student with a balance owed to TCC that must be repaid. For this reason, it is crucial that all students who receive any type of financial aid visit with both an academic advisor and a financial aid advisor before withdrawing from a class or if they feel they are not doing well in a class.

We have provided more details on our website www.tulsacc.edu/finaid. Remember to also check MYTCC email frequently for updates and check your financial aid status on TED. *(This is cut/paste from an email distributed to all students by the Financial Aid office, August 2011)*

Course Outline
Fall 2016: COMM 2093
Assistant Professor Tanzey
Blended Course

WEEK ONE: August 22-28

Module #1, Unit #1: Course Introduction, Syllabus familiarization

WEEK TWO: August 29-September 4

Module #1, Unit #2: "What is Communication? What is Rhetoric?"

Boxing Plato's Shadow Ch 1, 2, & 3

WEEK THREE: September 5-11

No Class – Labor Day Holiday

WEEK FOUR: September 12-18

Module #1, Unit #3: "What is the Role of Communication in the Social Sciences and Business?"

Boxing Plato's Shadow Ch 4 & 5

WEEK FIVE: September 19-25

*Using TED.com paper/**presentation**

[all module one coursework due September 22, at 11:59pm)

WEEK SIX: September 26-October 2

Module #2, Unit #1: "How Do We Communicate Possibility?"

The Art of Possibility Ch 1 - 6

WEEK SEVEN: October 3-October 9

Module #2, Unit #2: "How Does Communication Empower Leaders?"

The Art of Possibility Ch 7 – 12 and Coda

Module #2, Unit #3: "How does rhetoric create 'wow'?"

"The Wow Project" (Peters, Blackboard)

WEEK EIGHT: October 10-16

*Leadership Paper/Presentation

[all module two coursework due October 13, at 11:59pm)

*MID-TERM EXAM, taken ONLINE; due by October 16, 11:59pm

WEEK NINE: October 17-23

Module #3, Unit #1: Zen and the Art of Motorcycle Maintenance Part I: pp 1-82

WEEK TEN: October 24-30

Module #3, Unit #2: Zen and the Art of Motorcycle Maintenance Part II: pp 83-166

WEEK ELEVEN: October 31-November 6

Module #3, Unit #3: Zen and the Art of Motorcycle Maintenance Part III: pp 167-296

WEEK TWELVE: November 7-13

Module #3, Unit #4: Zen and the Art of Motorcycle Maintenance Part IV: pp 297-380

WEEK THIRTEEN: November 14-20

*Pirsig Paper/**Presentation**

[all module three coursework due November 17, at 11:59pm)

THANKSGIVING WEEK: November 21-27

Module #4, Unit #1: Amusing Ourselves, Part I: pp 3- 82

WEEK FOURTEEN: November 28-December 4

Module #4, Unit #2: Amusing Ourselves, Part II: pp 83-113

WEEK FIFTEEN: December 5-11

Module #5, Unit #1: "Rhetorical Conversation" (Frentz, Blackboard)

Module #5, Unit #2: "Narrative Paradigm" (Fisher, Blackboard)

Finals Week: December 12-18

*Narrative Paper/**Presentation**

*FINAL EXAM: due by Thursday, December 15, 11:59pm

[all module four coursework due Thursday, December 15, at 11:59pm)

The instructor may adjust this syllabus and communicate changes via email and/or in class.