

RHET 3257.003: Scientific & Technical Presentations

Krista A. Kennedy

MWF 1:55 – 2:45 | Magrath 6

Contact:	Email: kenne329@umn.edu (<i>Preferred. With rare exceptions, I respond to all emails within 48 hours.</i>) AIM: iamkristak Office hours: M & W 12:30 – 1:45; by appointment Office: 43B Classroom Office Building (<i>enter through Classroom Office Building 64, the main entrance to the Department of Rhetoric, and follow the hall on around.</i>)																		
Overview:	<p>As the title indicates, in this course you'll learn how to give effective presentations on scientific and technical topics. In the process, you'll also learn public speaking theories and techniques. Topics include audience analysis; organization; delivery; visuals; presenting to non-expert as well as specialized audiences; strategic use of technology in presentations; and special issues. We will also spend a significant amount of time discussing the role of technology in presentations. While this course is a requirement for the Scientific & Technical Communication undergraduate degree, students from all majors will have opportunities to give presentations in their area of expertise.</p> <p>You will give five formal presentations and an impromptu talk. Criteria for evaluation include content, argumentation, delivery, audience analysis, and effective use of visuals/technology.</p>																		
Texts and Materials:	<p>Required readings will be distributed via the course VISTA site. All the readings are listed on the attached schedule, but changes may be made as new, pertinent texts become available.</p> <p>You will also need a two-pocket folder with your name clearly printed on the front cover.</p> <p><i>Please budget up to \$50 for miscellaneous course expenses.</i></p>																		
Assignments:	<p>Your grade will be based on the following assignments:</p> <table data-bbox="386 1381 1031 1648"><tr><td>Pres. #1 (Informative Presentation)</td><td>100</td></tr><tr><td>Pres. #2 (Demonstration)</td><td>150</td></tr><tr><td>Pres. #3 (Action Plan)</td><td>100</td></tr><tr><td>Pres. #4 (Group Presentation)</td><td>200</td></tr><tr><td>Pres. #5 (Tech for Non-Expert Audience)</td><td>200</td></tr><tr><td>Impromptu Presentation</td><td>50</td></tr><tr><td>Speech Analysis /Final Reflection</td><td>50</td></tr><tr><td>Class Participation</td><td>150</td></tr><tr><td>Total Possible Points</td><td>1,000</td></tr></table> <p><i>Note that each grade will reflect the quality of the written assignments you complete as well as the actual speech. (This does not include the critiques you submit; those are part of your participation grade.)</i></p>	Pres. #1 (Informative Presentation)	100	Pres. #2 (Demonstration)	150	Pres. #3 (Action Plan)	100	Pres. #4 (Group Presentation)	200	Pres. #5 (Tech for Non-Expert Audience)	200	Impromptu Presentation	50	Speech Analysis /Final Reflection	50	Class Participation	150	Total Possible Points	1,000
Pres. #1 (Informative Presentation)	100																		
Pres. #2 (Demonstration)	150																		
Pres. #3 (Action Plan)	100																		
Pres. #4 (Group Presentation)	200																		
Pres. #5 (Tech for Non-Expert Audience)	200																		
Impromptu Presentation	50																		
Speech Analysis /Final Reflection	50																		
Class Participation	150																		
Total Possible Points	1,000																		

<p>Evaluation:</p>	<p>Your final course grade will be calculated according to the usual criteria:</p> <table border="1" data-bbox="375 296 1198 737"> <tr> <td>A</td> <td>940 – 1000</td> <td>Represents work that is outstanding relative to the level necessary to meet course requirements.</td> </tr> <tr> <td>A-</td> <td>900 - 939</td> <td></td> </tr> <tr> <td>B+</td> <td>880 – 899</td> <td>Represents work that is significantly above the level necessary to meet course requirements.</td> </tr> <tr> <td>B</td> <td>840 – 879</td> <td></td> </tr> <tr> <td>B-</td> <td>800 - 839</td> <td></td> </tr> <tr> <td>C+</td> <td>780 – 799</td> <td>Represents work that meets the basic course requirements in every aspect.</td> </tr> <tr> <td>C</td> <td>740 – 779</td> <td></td> </tr> <tr> <td>C-</td> <td>700 - 739</td> <td></td> </tr> <tr> <td>D</td> <td>600 - 699</td> <td>Represents work that is worthy of credit even though it does not fully meet the basic course requirements.</td> </tr> <tr> <td>F</td> <td>599 and below</td> <td>Signifies that the work was either completed but at a level that was not worthy of credit or else was not completed at all.</td> </tr> </table> <p>I do not give incompletes. If you are in the D or F range at midterm, you and I will schedule a conference. This may be a time for you to withdraw from the class or sign a contract with me stating that we've discussed the matter and you intend to continue the class.</p>	A	940 – 1000	Represents work that is outstanding relative to the level necessary to meet course requirements.	A-	900 - 939		B+	880 – 899	Represents work that is significantly above the level necessary to meet course requirements.	B	840 – 879		B-	800 - 839		C+	780 – 799	Represents work that meets the basic course requirements in every aspect.	C	740 – 779		C-	700 - 739		D	600 - 699	Represents work that is worthy of credit even though it does not fully meet the basic course requirements.	F	599 and below	Signifies that the work was either completed but at a level that was not worthy of credit or else was not completed at all.
A	940 – 1000	Represents work that is outstanding relative to the level necessary to meet course requirements.																													
A-	900 - 939																														
B+	880 – 899	Represents work that is significantly above the level necessary to meet course requirements.																													
B	840 – 879																														
B-	800 - 839																														
C+	780 – 799	Represents work that meets the basic course requirements in every aspect.																													
C	740 – 779																														
C-	700 - 739																														
D	600 - 699	Represents work that is worthy of credit even though it does not fully meet the basic course requirements.																													
F	599 and below	Signifies that the work was either completed but at a level that was not worthy of credit or else was not completed at all.																													
<p>Policies:</p>	<p>Computers, Multimedia, and Other Technologies: Most of the work you do for this class will require familiarity with the basic uses of computers to compose presentations, to save and backup your work, and to send files as email attachments. We also will be reading and engaging with sites on the internet, and you will use audio and video files in your presentations. Don't worry if you don't already know how to deal with media files; we'll cover that as we go along.</p> <p>We will use WebCT Vista to access required readings and classroom resources. To login to Vista, go to MyU, click on the 'Toolkit' tab, and login using your UMN x500 ID and password. (These should match the IDs and passwords you use to access your umn.edu email accounts.) You may need to calibrate your browser to work with Vista, so be sure to complete the relevant tutorial on the site. If you run into problems, please contact Tech Support at 612-301-HELP or webct@umn.edu.</p> <p><u>Electronic presentations must be emailed to me by the midnight before your presentation date.</u> I will load all of the presentations on my laptop and you will present using it. Under no circumstances will you use your own laptop. Do not bring CDs or jump drives to class except as a backup.</p> <p>If you have any concerns about the role of technology in this course, you should arrange to meet with me within the first week of classes. You should also plan to take advantage of email and my office hours for questions that come up along the way.</p> <p>Attendance: The only way to become an effective speaker is to be in class and practice. You will learn as much from watching others present as you will from standing in front of the room yourself. It is expected that you will attend and participate in all sessions, including conferences and out-of-class meetings with speaking partners. This requirement is fair to all students and consistent with what your future employer will expect of you.</p> <p>Excessive absences will result in grade reduction. The following policies are binding: You have three excused absences that you may use for any reason,</p>																														

documented or undocumented. (This includes absences due to other classes or official extracurricular participation.) Two late arrivals or early departures are equivalent to one absence. Excuses are neither necessary nor desired. After you have used up your allotment, I will lower your final grade by one full letter each time you are absent. More than four absences may result in a failing grade.

Late Work: Due to the nature of this course, work missed during absences cannot be made up. Presentations are to be given on the day you are scheduled to present. *Do not come to class on your scheduled day and ask me to reschedule your presentation.* If you are not adequately prepared, it is better to give your presentation to the best of your ability. If you do not present on your scheduled day, you will receive zero points for that assignment.

Likewise, written assignments must be submitted at the beginning of class on the due date. 5 points will be deducted for every day you are late. Since most of these assignments are worth approximately 20 points, lateness will drastically affect your grade.

Grade Disputes: If you have a question about your grade, please wait 24 hours before you discuss it with me. Take some time to think about the situation and carefully formulate your argument – when we talk, you should have a specific rationale for why you deserve a higher grade. Then schedule a time to meet with me and we'll discuss it.

Professionalism and Respect: This course models the standards of professional conduct applicable in virtually any context. You are expected to behave professionally in your contributions to discussion, feedback given to your peers, interactions with the instructor, and, of course, in the work you do on class assignments. Discourteous, threatening, or harassing behavior will not be tolerated.

Respect is particularly important in your role as audience members. Disruptions can distract even seasoned speakers, and they pose particular difficulties for speakers who are nervous or uncomfortable. Do not text, talk, nap, listen to your iPod, eat, or engage in any other distracting behavior while your colleagues are presenting. Inappropriate behavior will result in grade reductions.

Respect works both ways. I do my best to be courteous and fair in all situations and at all costs. If you ever feel that you've been treated otherwise, come and talk to me about it.

Plagiarism: If you have questions about documentation and/or plagiarism as you complete your work, ask me. I'll be more than happy to discuss it with you, and we'll also cover it in class. That said, all students enrolled in University courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own will result in disciplinary action. The University Student Conduct Code defines scholastic dishonesty as follows:

Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering, forging, or misusing a University academic record; or fabricating or falsifying data, research procedures, or data analysis.

Bottom line: if you engage in academic dishonesty, you will most likely fail the

course. Additionally, you will offer a public apology to your classmates since you will have wasted their time as well as mine.

Special Needs and Accommodations: Students who need special consideration because of any sort of documented disability should make an appointment to see me right away. The information you share with me will remain confidential. You should also contact the Office of Disability Services for information and/or assistance.

Sample Schedule (will change effective 1/22 due to fluctuating course enrollment)

Week 1	W 1/17	Course Overview, Introductions	
	F 1/19	Dealing with Nervousness; Ways to Be	Gurak, "Dealing With Nervousness"
Week 2	M 1/22	Rhetorical Framework	Silva Rhetoricae, "The Canons of Rhetoric" and "The Persuasive Appeals"
	W 1/24	Informative Presentations	Searles, "It's the Story, Stupid"; Kawasaki, "How to Get a Standing Ovation"; Reynolds, "Talking With Them vs Talking At Them"
	F 1/26	Audience Analysis; Purpose	"You Talkin' To Me?"; "Strategies for Analyzing Your Audience"; Lehr, "Let There Be Stoning!"
Week 3	M 1/29	Visual Communication I	Byrne, "Learning to Love PowerPoint"; Tufte, "PowerPoint is Evil"; Gold, "Reading PowerPoint";
	W 1/31	Visual Communication II	Klass, "How to Construct Bad Charts and Graphs"; Reynolds, "Graphic Design Fundamentals"; Feltron, "Personal Annual Report"; Hartig, "Charts, Diagrams, Info Graphics"
	F 2/2	Presentations	
Week 4	M 2/5	Presentations	
	W 2/7	Presentations	
	F 2/9	Presentations	
Week 5	M 2/12	How-To Presentations	Gurak, "Presentations That Explain How to Perform a Task"
	W 2/14	Organization	Alley, "Structure: The Strategy You Choose"
	F 2/16	Presentations	
Week 6	M 2/19	Presentations	
	W 2/21	Presentations	
	F	Presentations	

	2/23		
Week 7	M 2/26	Technical Presentations	Online Examples TBA
	W 2/28	Argument & Persuasion I	Weston, Excerpts from "A Rulebook for Argument"
	F 3/2	Argument & Persuasion II	Online Examples TBA
Week 8	M 3/5	Strategy Action Plans	Gurak, "Presentations That Offer a Strategy or Action Plan"
	W 3/7	Workshop	
	F 3/9	Presentation of Action Plans	
Week 9	M 3/12	NO CLASS	SPRING BREAK
	W 3/14	NO CLASS	SPRING BREAK
	F 3/16	NO CLASS	SPRING BREAK
Week 10	M 3/19	Collaboration	
	W 3/21	Collective Argument	
	F 3/23	Work Day	
Week 11	M 3/26	Group Presentations	
	W 3/28	Group Presentations	
	F 3/30	Group Presentations	
Week 12	M 4/2	Intro to Impromptus	
	W 4/4	Impromptus	
	F 4/6	Impromptus	
Week 13	M 4/9	Argument	
	W	Ethics	Huff, excerpts from "How to Lie With Statistics";

	4/11		
	F 4/11	Presenting to Non-expert Audiences	
Week 14	M 4/16	Analogy and Metaphor	
	W 4/18	Presentations	
	F 4/20	Presentations	
Week 15	M 4/23	Presentations	
	W 4/25	Presentations	
	F 4/27	Presentations	
Week 16	M 4/30	Presentations	
	W 5/1	Presentations	
	F 5/4	Presentations	