

COM 119 W: The Art of Designing and Delivering Engaging Presentations

Professor Matt Abrahams

Overview: Discover Communication Choices that Propel Ideas Forward

Presentations propel ideas forward. Presenting publically requires that communicators learn to share their ideas in ways that inspire, build trust, and get traction. This course is about understanding and exercising those communication choices that can move your ideas forward.

To help improve your presentations, we will examine the three questions you must address in every presentation you make:

- Am I confident and credible?
- Is my message compelling to my audience?
- Have I connected my content to my audience's needs?

You will put the communication theories, approaches, and techniques that we will explore in class into immediate action.

Experience: Immersive, Interactive, and Rapid

In this six-week course, your learning experience will be immersive, interactive, and rapid. Regardless of your level of comfort and mastery with presenting, you will have opportunities to improve your skills.

The readings, focused lectures, and regular activities are meant to ensure your focus remains on relevant, real-time learning that is grounded in significant communication theories, research, and practice. Please note that your preparation will be essential to your learning experience in the class.

Outcome: Exercise Communication Choices that Propel Your Ideas Forward

By the end of the course, you should be able to effectively:

- Develop and target messages that resonate with a specific audience
- Exhibit confidence in your authentic message delivery
- Evaluate critically your presentations and those of others
- Answer questions that further your strategic goals

Class Schedule

Week of...	Topics
Prior to class	Canvas and Zoom Orientation
Week 1	Orientation and Welcome Communication Anxiety
Week 2	Audience Analysis & Context
Week 3	Expectation Management
Week 4	Visuals
Week 5	Interview Speech
Week 6	Q&A

Grades & Credit

Students have three grading options:

Letter Grade (A, B, C, D, No Pass) - written work is required

Credit/No Credit (CR/NC) – participation in some of the online discussions and Zoom calls.

No Grade Requested (NGR) - no work is required; no credit shall be received; no proof of attendance can be provided.

Students who have selected the Letter Grade option must turn in their assignments on time. If work cannot be completed on time, please talk with me so we can develop an alternate plan. If the work is not completed by the deadline, the instructor will give Credit (CR) if appropriate, or default to No Grade Requested (NGR).

Course Materials

Speaking Up without Freaking Out 3rd Edition by Matt Abrahams

Electronic copies of articles provided

Recommended Reference List

www.americanrhetoric.com

www.NoFreakingSpeaking.com

Adler, R. and Rodman, G. Understanding Human Communication

Cialdini, Robert. Influence

Fujishin, Randy. The Natural Speaker

Heath, Chip and Heath, Dan. Made to Stick: Why Some Ideas Survive and Others Die

McKee, Robert, Story