**The English Language history and development**

Public Speaking

Small Group Communication

Communicating in the Virtual Workplace

Dr Stephen Eckstone

San Jose State University

AJEEP

AJEEP

Practical Communication Strategies

Course Description

In this 12-session class we will examine three aspects of human communication:

1. Public Speaking

2. Small Group Communication

3. Communicating in the Virtual Workplace

The structure of this course has been designed to help students build confidence in their public

speaking skills; learn to effectively participate in and lead small groups, and develop the skills

necessary to communicate in the online and digital environment.

Course Goals and Student Learning Outcomes

Upon successful completion of each segment of this course, students will be able to:

Public Speaking Segment:

Objective 1: Identify and assess socially significant and intellectual topics, then compose and

deliver extemporaneous oral presentations (using note cards or key-work outlines) on those

topics.

Objective 2: Analyze audiences, adapt oral presentations to diverse audiences and use that

information to accomplish the purpose of the speech.

Objective 3: Think critically, creatively and independently about issues of concern to society

and the local community.

Small Group Communication Segment:

Objective 1: Develop an understanding of the theories and principles of group communication.

Objective 2: Analyze audiences, adapt oral presentations to diverse audiences and use that

information to accomplish the purpose of the speech.

Objective 3: Understand the nature, uses and limits of group communication and decisionmaking

Communicating in the Virtual Workplace Segment:

Objective 1: Demonstrate an understanding of the role of technology in the global workplace.

Objective 2: Think critically, creatively and independently about issues involving the use of

technology in a variety of business and organizational environments.

Objective 3: Apply tools and technologies appropriate for the business and organizational

environment.

Objective 4: Write correctly and clearly in forms and styles appropriate for the audiences and

purposes discussed.

Readings:

There is no textbook required for this course, but students with access to the Internet will find a

number of resources available in each segment.

Grading Policy

Each four session segment of this class has been allotted a grade scale as follows”

 Public Speaking 60 points

 Small Group Communication 100 points

 Communicating in the Virtual Workplace 80 points

There are 240 total points possible in the course. The following is the final grading scale:

Practical Communication Strategies

Course Schedule

Subject to change with fair notice.

Class

Session

Topics Assignment and Activities

1 Introduction to Public

Speaking

Classroom exercises

Discussion of fear of public speaking and exercise

2 Group Speeches Group speech presentations

Persuasive speech discussion

Selection of topics for the problem-solution speech

3 Problem-Solution

Speeches

Problem-Solution presentations

Nonverbal behaviors

4 The Informative

Speech and Conclusion

of the Public Speaking

segment

Informative speech presentations

Self-analysis

5 Introduction to

Small Group

Communication

Understanding the elements of small group

communication

Group formation exercise

Introduction of Leadership

6 Leadership in the small

group environment

Discussion of leadership styles

Leadership exercises

Practical Communication Strategies

Course Schedule…continued

Subject to change with fair notice.

Class

Session

Topics Assignment and Activities

7 Organizing the Small

Group for Effective

Communication

Dealing with conflict

Building the agenda

Preparing for the Panel Discussions

8 Group Panel

Discussions and

summary of the

segment

Panel Discussions and audience interaction

Self-reflection paper

9 Introduction to

Communication in the

Virtual Workplace

Definitions

The Basic Communication Model

Assigned paper

10 E-Commerce Strategies Behaviors inherent in e-commerce communication

Building an e-commerce site project

11 Business-to-Business

Communication Online

Business-to-Business discussion and project

Introduction of social media

12 The Role of Social

Media in the Virtual

Workplace and

Conclusion

Social media project

Final Project

Course Summary and self-evaluations

Practical Communication Strategies

Course Overview:

In this 12-session class we will examine three aspects of human communication:

4. Public Speaking

5. Small Group Communication

6. Communicating in the Virtual Workplace

The structure of this course has been designed to help students build confidence in their public

speaking skills; learn to effectively participate in and lead small groups, and develop the skills

necessary to communicate in the online and digital environment.

The first four sessions will introduce students to the practical significance of oral

communication. Students will prepare and present oral presentations and be encouraged to

develop their sense of voice, which means speaking with confidence in public forums in ways

that reflect their unique perspective and identity. Students will learn and appreciate a range of

public speaking styles and forms of eloquence.

These sessions will also provide students with the opportunity to become active listeners and

will enable them to interact with classmates by engaging in meaningful discussions over current

issues.

The basic principles of public speaking will be covered through lectures, speeches, and class

activities.

The second four sessions will provide students with practical knowledge of small group

communication processes. Students will learn about their personal methods of group

relationships as well as other methods of interaction based on cultural and social dynamics.

Concepts such as group interaction; leadership, status and power; conflict and cohesiveness will

be examined as they apply in both social and work environments.

The final four sessions will offer guidance on how to communicate effectively in a workplace

that is increasingly dependent upon technology as a means to communicate globally. Intranets,

Internet, e-commerce, and the impact of new communications technologies will be explored.

These sessions will provide students with an understanding of technology-mediated

communication and the use of new media in organizational communications.

AJEEP

Practical Communication Strategies

Class Binder Contents

(Note: PowerPoint pages are numbered separately)

Page Session

1-4 Course Syllabus

5 Course Overview

6-7 1 Introduction to Public Speaking

PowerPoint 1: Oral Presentations

PowerPoint 2: Persuasive Strategies in Speech

8-9 2 Group Speech Exercises

10-11 3 Problem-Solution Speeches

PowerPoint 3: Evaluating Nonverbal Behavior

12-14 4 Informative Speech Exercises and Conclusion

15-17 5 Introduction to Small Group Communication

PowerPoint 4: Rules of Engagement

18-19 6 Leadership in the Small Group

PowerPoint 5: Leadership Styles

20-21 7 Organizing the Small Group Discussion

PowerPoint 6: Conflict and Defensive Behaviors

PowerPoint 7: Introduction to the Panel Discussion

22 8 Panel Discussion and Presentation

23-25 9 Communicating in the Virtual Workplace

PowerPoint 8: Strategies for Communicating in the Virtual

Workplace

26-27 10 E-Commerce Communication

PowerPoint 9: Behaviors Inherent in E-Commerce

28-29 11 Business-to-Business Strategies

30 12 The Role of Social Media in the Virtual Workplace and Conclusion

(Note; Technical Terms pages are not numbered)

Key Technical Terms

Public Speaking Segment

Argument Presenting claims and supporting them with evidence and reasoning

Audience The intended recipients of a speaker’s message

Belief Something an individual accepts as true or existing

Claim A position or assertion that a speaker wants an audience to accept

Competence The qualifications a speaker has to talk about a particular topic

Conclusion The end of a speech, in which the speaker reviews the main points, reinforces

the purpose, and provides closure.

Credibility An audience’s perception of a speaker’s competence, trustworthiness, and

dynamism.

Delivery The public presentation of a speech

Demographics The ways in which populations can be divided into smaller groups according to

key characteristics such as sex, ethnicity, age and social class.

Dynamism An audience’s perception of a speaker’s activity level during a presentation

Evidence Supporting materials—narrative, examples, definitions, testimony, facts and

statistics—that a speaker presents to reinforce a claim

Listening Involves hearing, interpreting, responding to and recalling verbal and

nonverbal messages

Message The words and nonverbal cues a speaker uses to convey ideas, feelings and

thoughts

Reasoning The method or process used to link claims to evidence

Topic The main subject, idea or theme of a speech

Key Technical Terms

Small Group Communication Segment

Agenda A list of topics or tasks to be discussed or completed in a meeting

Conclusion The logical outcome of an argument that stems from the major and minor

premises

Conflict An expressed struggle between two people who perceive different goals,

scarce resources and interference from others.

Consensus Support for and commitment to a decision on the part of group members

Control The use of status and power to achieve a goal

Ground Rules Explicit, agreed-on prescriptions for acceptable and appropriate behavior in a

group

Interaction The give-and-take conversation and reaction to messages of others that occur

during a group discussion

Leadership Behavior or communication that influence, guides, directs, or controls a group

Panel Discussion A group discussion intended to inform an audience about a problem or

encourage the audience to evaluate the pros and cons of an issue.

Simple Conflict Conflict that occurs when two people’s goals or ideas are mutually exclusive or

incompatible

Small Group At least three people interacting with one another

Structure Methods used to keep a group discussion focused and on task, which includes

using an agenda, rules, procedures, and problem-solving steps.

Team A group of individuals organized to work together to achieve a common goal

Value A person’s perception of what is right or wrong, good or bad

Virtual Group Communication among members who are not together in the same physical

location

Key Technical Terms

Communicating in the Virtual Workplace

Attractors Web site features that attract and interact with visitors in the target group

Bandwidth The speed at which content can be delivered across a network; it is rated in

bits per second (bps)

Bartering The exchange of goods and services

Business Model A method of doing business by which a company can generate revenue to

sustain itself

Channel Conflict Situation in which an online marketing channel upsets the traditional channels

due to rear or perceived damage from competition

Content The text, images, sound and video that make up a Web page

Direct Marketing Broadly, marketing that takes place without intermediaries between

manufacturers and buyers

E-tailing Retailing conducted online, over the Internet

Hypermediation Extensive use of both human and electronic intermediation to provide

assistance in all phases of an e-commerce venture

Intranet A secure internal corporate or government network that uses Internet tools

Outsourcing The use of an external vendor to provide all or part of the products and

services that could be provided internally

Privacy The right to be left alone and free of unreasonable personal intrusions

Search Engine A document retrieval system designed to help find information stored on a

computer system

Social Media The online platforms and tools that people use to share opinions and

experiences, including photos, videos, music, insights and perceptions with

each other

Virtual Community A group of people with similar interests who interact with one another using

the Internet

OUTLINE OF SESSION 1:

1. Two games designed to introduce students and help them become comfortable

2. Discussion of Fear in public speaking (handout)

a. Fear of public speaking exercise

b. PowerPoint providing an overview of public speaking and oral communication

3. Discussion of Supportive Materials (handout)

4. Introduction to Group Speech

5. Sample outline for the Group Speech (handout)

Practical Communications

Public Speaking

Class Session 1: Introduction to Public Speaking

The more students practice their public speaking skills, the easier it will be to speak in front of a

group.

Here are two classroom exercises designed to engage students as they begin to advance their

public-speaking abilities:

1. The Group Game: Have each student sit in a chair, creating a circle. Start by standing in

the middle of the circle and completing the statement, "I like a neighbor who..." with

something that is relevant to the group, such as, "...is wearing a collared shirt" or,

"...had soup for lunch." Everyone to whom the statement applies then stands and

moves to another seat, you included, so that there's one more person than there are

seats. The person left without a seat then takes his turn completing the neighbor

statement. This type of cooperative game gives students a chance to speak very briefly

in front of peers while also having fun.

2. The Imaginary Animal: Give students 10 minutes to create an imaginary animal and

prepare information about the animal. List five questions on the board to ensure

students have a uniform set of information to present, such as its habitat, size, color,

sound, number of legs and predatory abilities. Have students then present their animal

in front of the class using their notes and answering each of the questions. This type of

exercise helps students gain confidence, a critical component when speaking in front of

a group. Since the animal is known only to the student, she can share information with

an air of authority and expertise.

Once students have become comfortable with each other, have them paired up. Each student

should interview their new friend and prepare an introduction describing their partner’s

academic goals and anything else that their partner wishes to share with the class.

Fear of Public Speaking (handout)

At this point, it is important to address the fact that many people have a fear of public speaking.

Let students know that it can be unnerving to stand in front of a group of people with all eyes

watching you and all ears waiting to hear what you have to say. The pressure, whether real or

imagined, is enough to create a sense of panic in some, by seemingly simple actions such as

speaking in a class or at a convention or upcoming wedding or reunion.

The fear of embarrassing yourself in front of people can be overpowering and can cause varying

degrees of anxiety, to the point of panic attacks. If a person is self-conscious about her looks or

perhaps a speech impediment or physical handicap, then low self-esteem is the issue, but the

manifestation is fear. People are afraid to make a mistake or that they will trip while walking

onto the stage, because of laughter or ridicule.

The thought of forgetting your speech is a legitimate concern, but rehearsal and a keyword

outline in your pocket should provide some peace of mind. Sweating and dry mouth can

accompany weak knees and a feeling of unsteadiness once the nerves get the better of you.

Some people are concerned about the way others perceive them and base their lifestyle on this

skewed mirror reflection of outside opinion. The thought of not being able to answer a

question from the audience, or that the wording in their speech is boring or inappropriate for

the occasion, can make people think twice about public speaking engagements.

Fear of Speaking Exercise:

Have each student make a list of three negative things they “fear” will happen when they

speak. The list could include: “I am afraid I will forget what I am saying,” or “I am afraid I will

faint.” Then have them write three positive replacements, such as: “I won’t forget my speech,

because I will have notes and I will practice,” or “I will just take a deep breath and relax.”

End the session with the following PowerPoint presentation which provides an overview of

public speaking:

Slide 1 and 2: In public speaking, we emphasize the “Three P’s—Preparation, which includes

the speaker’s initial research of a topic; Practice, the most important element in public

speaking—a speaker must be comfortable with the topic and the best way to do that is to

rehearse and practice by speaking out loud, and Presentation, which includes speaking style,

voice, language and gestures.

Slide 3: There are three reasons to give a speech—to inform, to persuade and to entertain an

audience. In some cases all three purposes may be combined into a single speech.

Slide 4 and 5: The first purpose for making a speech which we will discuss, is to Persuade the

listeners to think, or to do something. The most effective way to begin is to provide facts and

evidence for your argument. It is important to understand the needs and interests of your

audience, so that your speech will relate to the audience.

Slide 6: There are five steps to organize a speech.

1. Be sure that you understand your topic

2. Establish a thesis: A thesis is the main idea that you are trying to convey in your

speech. It states plainly what you are trying to persuade your reader to

believe. Therefore, a thesis cannot be a simple statement of fact.

3. List your main points.

4. Gather and provide material to support your argument

5. Plan your opening and concluding statements

Slide 7: As stated earlier, the fear of public speaking can b