

University of North Carolina
Department of Political Science

511A 01 – Problems in Public Management: Communication

Instructor	Tonya L. Riney														
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	Class times: Tuesdays: March 16, 23, 30; April 13, 20, 27 6:30-9:00 PM														
Course Description	Our course emphasizes public speaking in a business environment. We will work to enhance public speaking skills as well as strategies to improve confidence and delivery.														
Objectives	At the completion of this course, students should be able to <ol style="list-style-type: none">1. Identify the verbal and nonverbal behaviors associated with good public speaking skills.2. Have improved skills in public speaking.3. Develop logos, pathos and ethos as strategies for developing good presentations.4. Recognize the importance of listening as a communication strategy.5. Identify and emulate the behaviors necessary to network in public events.6. Identify and demonstrate the primary organizational strategy for presentations.														
Participation	The class is participation-intensive, and your grade will reflect this. As public speaking requires that you be physically present to do it, your grade in this class will be STRONGLY reflected by your attendance. You are required to learn each student's name in the class.														
Distractions	Cell phones and pagers are an extremely rude distraction to other students and the instructor during class. More importantly, a cell phone could derail a less confident student presenter, which could be tragic to the student. Please be courteous and turn your phones to silent mode.														
Performance Review System	<table><tr><td>Participation/Attendance</td><td>20%</td></tr><tr><td>First Presentation</td><td>20%</td></tr><tr><td>Team Presentation</td><td>10%</td></tr><tr><td>Second Presentation</td><td>20%</td></tr><tr><td>Third Presentation</td><td>20%</td></tr><tr><td>General Attitude and Effort</td><td>10%</td></tr><tr><td>Total</td><td>100%</td></tr></table>	Participation/Attendance	20%	First Presentation	20%	Team Presentation	10%	Second Presentation	20%	Third Presentation	20%	General Attitude and Effort	10%	Total	100%
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Class Date		Readings & Discussion	
T	March	16	<i>Course Introduction</i> Student self-evaluation and needs assessment. Introduction to nonverbal and verbal behaviors critical to successful public speaking. The Confidence Myth.
T		23	Presentation Zen and the power of using PowerPoint wisely. First presentations.
T		30	Discussion of Team Presentation. Listening and its role in effective communication.
T	April	6	NO CLASS
T		13	Team Presentations
W		20	Media Relations and Media Conference Discussion
Th		27	Final Presentations, course wrap-up and final skills review.