



Course ID:	Course Title:	Fall 2020
PR 510	Introduction to Preaching & Communication	Prerequisite: None
		Credits: 3

Class Information		Instructor Information		Important Dates	
Days:	Tuesdays	Instructor:	Mark Buchanan, BFA (UBC), MCA (Regent)	First day of this class:	Tues, Sept 15
Time:	3:15-6:15 PM	Email:	mbuchanan@ambrose.edu	Last day to add/drop, or change to audit:	Sun, Sept 20
Room:	A1085-2 (Airhart West)	Phone:	403-4100-2000, ext 7907	Last day to request revised final exam:	NA
Lab/ Tutorial:	NA	Office:	L2170	Last day to withdraw from course w/o academic penalty:	Fri, Nov 20
	NA	Office Hours:	By appt. (mostly Zoom)	Last day to apply for coursework extension:	Mon, Nov 23
Final Exam:	NA			Last day of this class:	Tues, Dec 8

Course Description

An introduction to the principles and practices of preparing and delivering messages in public contexts. Students will be introduced to various kinds of addresses and assisted to find a “voice” with which they can speak in public contexts.

Some talks hold us rapt, touch us deeply, stir our convictions, change our minds. Others do the opposite: bore us, annoy us, harden our biases. Many do neither: neither awaken us nor put us to sleep, but lull us along, and are quickly forgotten. What makes the difference? Some part of communication is sheer mystery, beyond our ability to create or predict. Some of it is situational – the dynamics of the venue, the quality of the sound system, the friendliness or hostility of the audience, the time of day, the mood we’re in. But some of it – a great deal, in fact - is speechcraft: techniques we learn, skills we hone, strategies we adopt. This course focuses on the speechcraft part of public speaking. Student will learn how to speak in various contexts with confidence, clarity, brevity, and impact.

Expected Learning Outcomes

The attentive and engaged student should finish the course with the following:

- An understanding of the theology and philosophy of speech – why speech remains one of the most powerful ways to affect the way people think, feel, and act.
- A grasp of the ways various speech forms can be used to do this.
- Basic skills in using several of these speech forms.
- Basic skills in good storytelling.

- An understanding and appreciation for his or her unique style and personality, and how to honour these without indulging them as part of their communication.

Required Textbooks

- Chris J. Anderson, *TED TALKS: The Official TED Guide to Public Speaking*
- Timothy Keller, *Preaching: Communicating Faith in an Age of Skepticism*
- John Walsh, *The Art of Storytelling*

Course Schedule

The course will be part instruction, part interaction, but mostly field practice, in-class and out. We will discuss why some talks work, why others fail, and we will experiment throughout with various elements of speechcraft. Thus, there will be little by way of a fixed schedule. But we will cover storytelling, illustrations, beginnings and endings, persuading without manipulating, the use of various technology, vocal technique, as well as strategies for personal preparation, and much more. We will also host several guests with expertise in public communication. The student should come to each class with anticipation, curiosity, and a willingness to engage fully, to take some risks, and to learn from one another.

Requirements

1. Each student will choose one of the following assignments (**Monday, Oct 5, 5 PM**; worth 20%):
 - a. Write a 1000-word paper on why human speech remains one of the most potent forms of communication.

Or

 - b. Write a 1000-word paper on how and why stories work.

Or

 - c. Write a 1000-word paper based on any one of Jesus' parables. Discuss what impact the parable had or likely had on its listeners. Discuss what impact the story has on you, and why. Discuss why Jesus used stories as his primary means of communicating.

Or

 - d. Write a 1000-word talk that attempts to communicate clearly and persuasively a biblical idea (grace, forgiveness, repentance, holiness, etc.) to a non-Christian audience.

Or

 - e. Write a 1000-word talk that attempts to communicate clearly and persuasively a popular idea (gender politics, virtual money, veganism, reconciliation with indigenous communities, etc.) to a Christian audience.

Or

 - f. Pitch me an idea...
2. Each student will prepare a sermon or a talk (neither to exceed 12 minutes) on a text or topic of their choosing and deliver it in class (**Due in-class Oct 13, 20 or 27 – sign up will be distributed the first day of class**; worth 20%).
3. Each student will choose one or two of the 16 innovation formats discussed in Chapter 18 of Chris Anderson's Ted Talks and incorporate it into a talk of no more than 12 minutes (**Due in-class Nov 17, 24 or Dec 1 – sign up will be distributed the first day of class**; worth 20%).

4. Each student will choose one book on communication or preaching and write a 750-word summary, evaluation, and response (**due Monday, Nov 2, 5 PM**; worth 15%).
5. Each student will complete at least 700 pages of reading (this includes required texts) and submit a reading log (**due Monday, Dec 7, 5 PM**; see **Moodle for reading long template**; worth 10%).
6. Each student will attend all classes and participate fully in both in-class and out-of-class sessions, assignments and exercises; some of this will involve online video posting (worth 15%). **NOTE**: this class can be live-streamed.

Please submit all written work through **Moodle in Word** format on or before the due date (no later than **5 PM** on due date). Videoed work should be downloaded onto a suitable platform (Vimeo, YouTube, Google+, etc.) and the link sent through Moodle.

Format

All papers must:

- Be double-spaced (except for reading reports, which can use 1.5 spacing).
- Use *Times New Roman*, *Arial* or *Garamond* 12-point font.
- Be numbered.
- Cite sources properly. **NOTE**: The student can use his/her preferred style (e.g. Kate Turabian’s *A Manual for Writers*, or *The Chicago Manual of Style*), but must remain consistent throughout the entire paper.
- Use inclusive language. The student is encouraged to avoid the consistent use of masculine terminology in reference to people in general. For example, prefer using the terms “humanity” or “people” or “humankind” over the terms “man” or “mankind” when referring to the human race.
- Include a title page with you name, the course title, and the Instructor’s name.

Late Policy: Only under extraordinary circumstances (i.e., a life or family crisis, a severe and prolonged illness, etc.) will the instructor grant an extension. **All requests for extension must be submitted to the instructor by email on or before the assignment’s due date.** Otherwise, any submissions received later than 5 PM on the due date will be deemed late and penalized at a 5% deduction per day. Any submission later than a week past the due date, unless negotiated with the instructor, will automatically receive an F. Also, please **NOTE** in the syllabus header the cut-off date for an end-of-term extension.

Evaluation

Assignment	Details	Due Date	% of Grade
1a-e or f-g	1000-wd paper or f, g	Oct 5, 5 PM	20%
2	Talk # 1	Oct 13, 20 or 27	20%
3	Talk # 2 with innovation(s)	Nov 17, 24, Dec 1	20%
4	Book summary & response	Nov 2, 5 PM	15%
5	Reading Log	Dec 7, 5 PM	10%
6	Attendance & Participation	Throughout	15%

Attendance

Because of the interactive, exploratory, and practical nature of this course – we will practice speechcraft throughout - full attendance and participation is expected and is worth 15% of the student’s overall grade. Any student who misses more than two classes without clear and valid reason will automatically fail.

Grade Summary

The available letters for course grades are as follows:

Letter Grade	Description
A+	Excellent
A	
A-	
B+	Good
B	
B-	
C+	Satisfactory
C	
C-	
D+	Minimal Pass
D	
F	Failure

Percentage to Letter Grade Conversion

- 93-100 = A+
- 89-92 = A
- 85-88 = A-
- 78-84 = B+
- 74-77 = B
- 70-73 = B-
- 66-69 = C+
- 62-65 = C
- 58-61 = C-
- 54-57 = D+
- 50-53 = D
- 0-49 = F

Please note that final grades will be available on student registration system. Printed grade sheets are not mailed out.

Bibliography

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- Brooks, Phillips. *The Joy of Preaching*. Grand Rapids, MI: Kregel Classics, 1989.
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Ambrose University Academic Policies:

Communication

All students have received an Ambrose e-mail account upon registration. It is the student's responsibility to check this account regularly as the Ambrose email system will be the professor's instrument for notifying students of important matters (cancelled class sessions, extensions, requested appointments, etc.) between class sessions. If students do not wish to use their Ambrose accounts, they will need to forward all messages from the Ambrose account to another personal account.

Registration

During the **Registration Revision Period** students may enter a course without permission, change the designation of any class from credit to audit and /or voluntary withdraw from a course without financial or academic penalty or record. Courses should be added or dropped on the student portal by the deadline date; please consult the List of Important Dates. After that date, the original status remains and the student is responsible for related fees.

Students intending to withdraw from a course after the Registration Revision Period must apply to the Office of the Registrar by submitting a "Request to Withdraw from a Course" form or by sending an email to the Registrar's Office by the **Withdrawal Deadline**; please consult the List of Important Dates on the my.ambrose.edu website. Students will not receive a tuition refund for courses from which they withdraw after the Registration Revision period. A grade of "W" will appear on their transcript.

Students wishing to withdraw from a course, but who fail to do so by the applicable date, will receive the grade earned in accordance with the course syllabus. A student obliged to withdraw from a course after the Withdrawal Deadline because of health or other reasons may apply to the Registrar for special consideration.

Exam Scheduling

Students, who find a conflict in their exam schedule must submit a Revised Examination Request form to the Registrar's Office by the deadline date; please consult the List of Important Dates. Requests will be considered for the following reasons only: 1) the scheduled final examination slot conflicts with another exam; 2) the student has three final exams within three consecutive exam time blocks; 3) the scheduled final exam slot conflicts with an exam at another institution; 4) extenuating circumstances. Travel is not considered a valid excuse for re-scheduling or missing a final exam.

Electronic Etiquette

Students are expected to treat their instructor, guest speakers, and fellow students with respect. It is disruptive to the learning goals of a course or seminar and disrespectful to fellow students and the instructor to use electronics for purposes unrelated to the course during a class session. Turn off all cell phones and other electronic devices during class. Laptops should be used for class-related purposes only. Do not use iPods, MP3 players, or headphones. Do not text, read, or send personal emails, go on Facebook or other social networks, search the internet, or play computer games during class. Some professors will not allow the use of any electronic devices in class. The professor has the right to disallow the student to use a laptop in future lectures and/or to ask a student to withdraw from the session if s/he does not comply with this policy. Repeat offenders will be directed to the Dean. If you are expecting communication due

to an emergency, please speak with the professor before the class begins.

Academic Policies

It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Academic Calendar. Personal information (information about an individual that may be used to identify that individual) may be required as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at privacy@ambrose.edu.

Extensions

Although extensions to coursework in the semester are at the discretion of the instructor, students may not turn in coursework for evaluation after the last day of the scheduled final examination period unless they have received permission for a course Extension from the Registrar's Office. Requests for course extensions or alternative examination time must be submitted to the Registrar's Office by the deadline date; please consult the List of Important Dates. Course extensions are only granted for serious issues that arise "due to circumstances beyond the student's control."

Appeal of Grade

An appeal for change of grade on any course work must be made to the course instructor within one week of receiving notification of the grade. An appeal for change of final grade must be submitted to the Registrar's Office in writing and providing the basis for appeal within 30 days of receiving notification of the final grade, providing the basis for appeal. A review fee of \$50.00 must accompany the appeal. If the appeal is sustained, the fee will be refunded.

Academic Integrity

We are committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Academic dishonesty is taken seriously at Ambrose University as it undermines our academic standards and affects the integrity of each member of our learning community. Any attempt to obtain credit for academic work through fraudulent, deceptive, or dishonest means is academic dishonesty. Plagiarism involves presenting someone else's ideas, words, or work as one's own. Plagiarism is fraud and theft, but plagiarism can also occur by accident when a student fails or forgets to acknowledge to another person's ideas or words. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from the university. Students are expected to be familiar with the policies in the current Academic Calendar that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean and become part of the student's permanent record.

Note: Students are strongly advised to retain this syllabus for their records.