Fall 2024 PUR 4243 – Presentation Skills
Section: 24521
Course Time: T 6:15-7:05pm via Zoom
https://ufl.zoom.us/j/91761419718?pwd=ZpuXtHUBmS82CB3oS2edU236EE15n1.1

Instructor: Indee Freas
Email: ifreas@ufl.edu
Office: Virtual Office Hours
Office hours: By appointment

Prerequisite: PUR3000 with a C or better
Required Texts
All assignments and discussions provided on Canvas; no textbook purchase required.

Course Description

With the evolving nature of where and when professionals meet and discuss key objectives and initiatives, how we communicate and present our ideas can also vary. By analyzing, preparing, and practicing a variety of presentation techniques and scenarios, students can acquire the skill sets needed to effectively prepare and present their ideas, learnings, and insights in various professional settings. This will be an interactive, encouraging, and educational experience to help students build and gain confidence to present information to small and large audiences.

Course Learning Objectives

Upon completing this course, students will:
- Identify the variety of presentation platforms used by media and corporate organizations.
  Integrate interpersonal communication skills in various group settings.
- Communicate effectively key ideas and insights in a small and large group setting.
- Lead a visual and auditory presentation both with a group and individually.

College of Journalism and Communications Objectives

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- Apply the principles and laws of freedom of speech and press, in a global context, and for
  the country in which the institution that invites ACEJMC is located.
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual

orientation, and ability, domestically and globally, across communication and media contexts.

- Present images and information effectively and creatively, using appropriate tools and technologies.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences, and purposes they serve.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
- Effectively and correctly apply basic numerical and statistical concepts.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style, and grammatical correctness.
- Apply tools and technologies appropriate for the communications professions in which they work.

KEY COURSE POLICIES

Instructor Interaction

The best way to reach me is via Canvas. I will check with Canvas account regularly, but please do not expect a response after normal business hours/over the weekend. If I have not written back within 48 hours, please send your message again. If you have questions regarding grades, please request to schedule a meeting with me as we will not discuss via Canvas or email.

Late or Missed Work

Deadlines for each assignment will be given and students are expected to meet them. Late assignments will automatically lose a full letter grade for each day it is late (e.g. B to a C). Some consideration, however, might be given (at the discretion of the instructor) if there are extenuating circumstances such as prolonged hospitalization, family death, or extended individual sickness; however, you need to notify the instructor before the deadline is missed, not after the fact.

Attendance

This course focuses on class participation and group discussion. Your attendance is an important aspect of this course. Excessive absences will harm your grade (please note more than two unexcused absences during the semester will be considered "excessive absences.") You are responsible for notifying the professor in advance of the cause of your absence and, if it is due to illness, provide a note from your medical provider. For further information on attendance policy, please consult: https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/.

University Honesty Policy

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code specifies several behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with me.
I will document and report all honor code violations, including cheating and plagiarism. The minimum penalty for a violation of the honor code is a zero on the assignment or exam but may be higher depending on the severity of the violation.

Students Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, https://www.dso.ufl.edu/drc by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

AI Policy for Student Work

In this class I want you to produce all your own work without generative AI's assistance. It is important for me to be able to ascertain what you know and can produce unaided on your own. The use of generative AI for your assignments in this class is a violation of the honor code as you are presenting content as your own that was not fully created by you. There are various AI detection tools available (built within Canvas and externally such as ZeroGPT), and many AI platforms follow very formulaic response patterns. If I am concerned that your work is not your own, I will try to verify the originality of your work and if evidence is found that your work is AI generated, I will submit your assignment as violating the honor code.

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu/evals (Links to an external site.). Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/

GRADING AND ASSIGNMENTS

This is an interactive and experiential class. Attendance, participation, timeliness and completed assignments are the main priorities to get the most out of the class. Each of you will be graded on the same criteria. I will update grades within 7 days of the due date. It is your responsibility to check on your progress throughout the semester.

Grade will consist of:

Attendance: 25%

We meet just once a week for :50 minutes via Zoom. Attending each class from beginning to end is expected. Each absence after the drop/add period will result in reduction in the grade for attendance.

Participation: 25%

The best way to acquire personal strategies to improve your presentation skills is to be an active participant during our class time. Students will be expected to participate in various in-class discussions, interactive exercises and to be fully engaged while we meet.

Discussions & Assignments: 25%:

Discussion questions and/or assignments will be posted throughout the semester in response to ideas presented either during class or topics that need further exploration to help with your presentation skills. Please make sure to provide written feedback that is thoughtful, respectful, and professional.

Final Project: 25%

A semester end project will be presented to the class within assigned groups. It will be an opportunity to practice the skills and techniques that have been discussed and practiced throughout the semester.

Grading for the course follows current UF grading policies for assigning grade points (see here).

The grading scale for the course is as follows:

A = 94.0-100%
A- = 90.0-93.99%
B+ = 87.0-89.99%
B = 84.0-86.99%
B- = 80.0-83.99%
C+ = 77.0-79.99%

C = 74.0-76.99%
C- = 70.0-73.99%
D+ = 67.0-69.99%
D = 64.0-66.99%

D- = 60.0-63.99%

E = below 60%

Tentative Course Schedule*

Wk. 1: Aug 27   Course Overview and Introductions

Wk. 2: Sept 3   Current Presentation Platforms and Scenarios

Wk. 3: Sept 10   Communication (Oral and Written) Styles

Wk. 4: Sept 17   Presentation Tools and Techniques

Wk. 5: Sept 24   In-Person Presentation Best Practices

Wk. 6: Oct 1   Virtual Presentation Best Practices

Wk. 7: Oct 8   Guest Speaker*

Wk. 8: Oct 15   Group Presentation Techniques

Wk. 9: Oct 22   Project Overview / Preparation Techniques

Wk. 10: Oct 29   "Practice, Practice, Practice"

Wk. 11: Nov 5   Preparing for "Murphy's Law"

Wk. 12: Nov 12   Final Project Presentations

Wk. 13: Nov 19   Final Project Presentations

Wk. 14: Nov 26   NO CLASS – Thanksgiving Break

Wk. 15: Dec 2   Course Wrap-up

Standard UF Policy Information and Links

UF Grading Policy

http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades

https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

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Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on

individual assignments. For more information, please
see: http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html

In-Class Recording
Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Policy on Course Syllabi 3 UF, Academic Affairs, July 28th, 2021 Honor Code and Student Conduct Code.

Campus Resources
Health and Wellness Resources
U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392- 1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352 392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need or visit the Student Health Care Center website.

University Police Department: [Visit UF Police Department website](#) or call 352-392-1111 (or 9- 1 1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency](#) [Room and Trauma Center website](#).

Academic Resources

E-learning technical support:
Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

[*Career Connections Center*](#): Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

[*Library Support*](#): Various ways to receive assistance with respect to using the libraries or finding resources.

[*Teaching Center*](#): Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.

[*Writing Studio*](#)*:* 2215 Turlington Hall*,* 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus:
Visit the Student Honor Code and Student Conduct Code webpage for more information.
- *On-Line Students Complaints*: [View the Distance Learning Student Complaint Process](#).