DETAILED COURSE DESCRIPTION

COURSE DEFINITION

COURSE:
EWP 420 Public Presentation Skills

3 Hours of lecture/discussion per week
3 Credit hours - Fall and Spring
Pre- or Co-requisite(s): EWP 220 or permission of instructor

SCOPE

1. Level of Instruction:

EWP 420 may be taken as a communication elective. This course is a requirement for the Environmental Communication, Culture and Writing option in Environmental Studies, and for the Environmental Writing & Rhetoric Minor.

2. Content:

MAJOR CONCEPTS OR METHODOLOGIES:

EWP 420 applies advanced communication theory to speech communication practices encountered in the environmental professions. Through discussions and practice, students will understand and respond to rhetorical considerations of context and purpose when presenting their ideas in a public forum. All presentations will be videotaped to allow for self-evaluations, which along with peer critiques and individual conferences with instructor, are integral to the course.

Three individual presentations, including two 8- to 10-minutes speeches, as well as a 30- to 40- minute speech, will be required, as well as two group presentations. Students will receive coaching and practice in oral presentation practices and learn to use rhetorical analysis to understand and respond to diverse audiences, levels of expertise, and expectations.

3. Relation to curriculum or to other ESF or Syracuse University courses:

ESF currently offers EWP 220 as an introductory course in public presentation skills. Landscape Architecture (LA) and Forest and Natural Resources Management (FNRM) students are required to take EWP 220. Due to the growing demand for EWP 220, we offer three sections in the fall, and four in the spring.

EWP 420 is an advanced course, open to all disciplines at ESF and SU, with a
prerequisite of EWP 220 or permission of instructor. **EWP 420** will fulfill a methods requirement for students in the Environmental Communication option and the Environmental Policy option. It will also be available to students who have taken EWP 220 and would like to gain more experience in the area of public speaking.

**OBJECTIVES:**

After completing EWP 420, the student should be able to:

1. Articulate the relationship between communication theory and practice, as well as the social, cultural, and political dimensions of public address, including issues of diversity and power.

2. Conceptualize small group communication as a site for enacting creative problem-solving strategies.

3. Develop and deliver two variable-length presentations designed with well-defined purposes for specific audiences.

4. Demonstrate fluency in visual communication by using visual aids, including presentation software, artifacts, and posters.

5. Demonstrate fluency in using microphones or other appropriate audio equipment necessary for large group settings.

**INSTRUCTIONAL FORMAT AND MATERIALS**

1. **Format:** Three hours of lecture/discussion, oral presentations per week. Readings, research, written assignments, and speech preparations are done outside of class.

2. **Materials:** Required texts and readings, SD cards, and flash drives.

**INSTITUTIONAL SERVICES REQUIRED (INSTITUTIONAL IMPACT)**

- Classroom to accommodate 15 students comfortably
- Video camcorder
- Monitor/TV and VCR
- Microphone
- Computer with PowerPoint software
- Computer projection unit
- Overhead projector (ELMO)
- Projection screen

Enrollment is strictly limited to 15 students per section.

**CATALOG DESCRIPTION**
EWP 420. Advanced Public Presentation Skills. 3 credits.

Three hours of lecture/discussion/student presentations per week. Emphasizes both theory and practice in effectively delivering, interpreting, and responding to public presentations. Social, cultural, and political dimensions of public address are examined. Issues of diversity and power are discussed. Small group communication is viewed as a site for creative problem-solving. Audience analysis, adaptation, strategic arrangement, and concept development are explored. Fall and Spring. Prerequisite(s): EWP 220 or permission of instructor.

COURSE HISTORY:
This course was taught in fall 2007 as EST 496 and was cross-listed with CMN 220. Students who are taking EST 496 in conjunction with CMN 220 were required to do additional presentations and projects. The course was separated after CMN 420 was established as the advanced public speaking course, while CMN 220 remained an introductory course. In 2011, the prefix was changed to EWP. In 2012, the prerequisite of EWP 220 or permission of instructor was added.

Approved by Faculty Action 12/10/07