**Speech and Communication: Fall 2021 (ELL3912 T7 Th8,9)**

Professor Pearl Kim Pang

E-mail: **pkpang@yonsei.ac.kr**

Office: Widangkwan 601

Office Hours: ALWAYS email for an appointment

How can we communicate meaningfully and persuasively in an age awash with information, where “Google” has become a verb synonymous with finding answers? Everyone has access to the same pool of knowledge, so the ability to choose, frame, and explain cogent knowledge becomes even more critical and valuable. This special ability is storytelling. Although human beings are hardwired to understand and make sense of the world through stories, not everyone is a born storyteller, even in one's own native language. Luckily, storytelling is a skill that can be learned and improved with practice. By studying how stories work and honing our storytelling skills, we can increase the impact of our communication. In this course, we will learn to frame and tell compelling stories about organizations both orally and visually as well as to tell the most important story of them all: our own.

**Grading:**

|  |  |
| --- | --- |
| Organization Story  | 30%  |
| Who-I-Am Story  | 30%  |
| Reflections  | 20%  |
| Attendance/Participation:  | 20%  |

**Grading Policy:**

If you come to class, participate actively, and do an okay job on the speeches, you will get a **B** for the semester. Some students mistakenly believe that they are entitled to an **A** for such basicwork. In this class, an **A** is earned by the student for doing excellent work and showingSIGNIFICANT improvement over the course of the semester. A compelling story, well told, will receive an **A+.**

* **Attend every class session**. Since this is an experiential course, 100% class participation is required. Your participation - as a speaker, as an audience member, and as a source of feedback - is essential.

\* **Zoom class attendance**: ALL of your tech requirements should be working (WIFI, microphone, camera) AND **your camera should be on, showing your entire face for the duration of the class.** Otherwise, you'll be marked absent. (CAMERA OFF = ABSENCE)

*Attendance Requirement Waiver due to menstrual symptoms* will **NOT** be accepted.

\*The following is a **tentative** schedule **subject to change** depending on the needs of the class.

Week 1

8/31 Introduction to the class

9/2 What is story?

Week 2

9/7 Launch Organization Story

 Audience-centered presentation process

9/9 Start with why

 Post organization on YSCEC

Week 3

9/14 Elevator story

9/16 Elevator story due

Week 4

9/21 *Chuseok Holiday: NO CLASS*

9/23 Find the story

Week 5

9/28 Workshop

9/30 Workshop

Week 6

10/5 First draft conferences

10/7 First draft conferences

Week 7

10/12 Presentation Design: Principles and Techniques

10/14 Workshop

Week 8

10/19&21 MIDTERM WEEK – NO CLASS, NO EXAMS

Week 9

10/26 Organization Story Presentations

 \*Post Organization Story Presentation reflection on LearnUs

10/28 Launch Who-I-Am story

Week 10

11/2 This is your life (and how you tell it)

11/4 The Power of Vulnerability

Week 11

11/9 Individual Conferences: first draft of Who-I-Am story due

11/11 Individual Conferences: first draft of Who-I-Am story due

Week 12

11/16 The Danger of a Single Story

11/18 Voice Exercises

Week 13

11/23 Workshop: second draft due

11/25 Pep talk

Week 14

11/30 Who-I-Am Story

12/2 Final thoughts

Week 15 &16

12/6-17 Reading period – NO CLASS

 \*Post final reflection on LearnUs