

Fall 2024

Your Voice in a Globalized World
CAT 125
University of California, San Diego

**Syllabus is subject to change at any point in the quarter*

Professor: Bill Robertson Geibel

Email: wgeibel@ucsd.edu

Class Hours: Tuesdays and Thursdays 11:00am-12:20pm

Class Location: CTL 108 (Sixth Lab)

Office Hours: Mondays from 12-1pm or by appointment

- Please sign-up for a time slot here: <https://calendar.app.google/MLi1yg9sGjTkTiAEA>
- See CANVAS Home Page for directions on finding my office.

COURSE DESCRIPTION:

The purpose of this course is to equip you with the practical skills, perspectives, and tools to be successful in your professional lives, particularly through authentic communication and storytelling. To do this, we will explore a variety of topics, through various forms of media, that help to either explain or demonstrate important elements of successful communication. We will investigate how communication is not just about what you say, but is influenced by numerous factors, including audience, non-verbal cues, and context. As such, we will explore how concepts such as identity, power, and agency influence the way we see the world, and in turn, the way we present ourselves to the world. Given the increasing global nature of our everyday lives, special attention will be paid to the ways in which globalization has influenced communication. Thus, this course will prepare you to be successful in your future career and life by developing skills and strategies to engage effectively across various cultural, geographic, and rhetorical contexts.

GRADING AND ASSIGNMENTS:

Quick note: All assignments must be original work created for this class and should ascribe to UCSD's policy of academic integrity. All major assignments will be graded using the CAT 125 [Rubric](#)

- [Personal Narrative](#) -- 25%
 - [Peer Review Worksheet](#) ($\frac{1}{3}$ of a letter grade deducted if not completed)
- [Public Performance](#) -- 30%
 - [Peer Review Worksheet](#) ($\frac{1}{3}$ of a letter grade deducted if not completed)
- [Reflective Journals \(4\)](#) -- 15%

Journal assignments will provide space for you to reflect on what you are interested in (in life, in career, etc.); imagine the possibilities attached to those ideas; and to reflect on the discussions we have in class and the media we consume. Entries should be

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250-400 words each and prompts will be provided in Canvas. These are graded complete/incomplete.

- One of these includes a [Resume/CV](#) assignment.

- **Participation** -- 10%

Participation will be graded based upon both attendance and active engagement. Active engagement includes speaking and offering your thoughts (when appropriate by raising your hand), adding to the comments of fellow classmates, contributing to small group discussions, and active listening (i.e. taking notes, giving eye contact, paying attention). Professor reserves the right to call on students as deemed appropriate and students reserve the right to “plead the fifth.”

- **Reading Annotations** – 10% (Complete/Incomplete)
- **Final Reflection** -- 10% (Complete/Incomplete)
- **Extra Credit: Informational Interview** – 2% (Complete/Incomplete)

Your final grade will be determined by the following point scale

A+	97-100		
A	93-96	C+	77-79
A-	90-92	C	73-76
B+	87-89	C-	70-72
B	83-86	D	69-60
B-	80-82	F	60-0

COURSE TOPICS AND ASSIGNED READINGS:

<u>WEEK 1: COMMUNICATION AND RHETORIC</u>		
<u>Date/Topic</u>	<u>Readings</u>	<u>Assignments</u>
Tuesday: Communication and Rhetoric	<i>To prepare for class, please read/watch:</i> <ul style="list-style-type: none">● What is a Rhetorical Situation● “The Medium is the Message” (Video)	Reflection #1: CV/Resume <ul style="list-style-type: none">● Due Friday

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Thursday: Listening Personal Narrative Introduction CV/Resume Workshop	<i>To prepare for class, please read:</i> <ul style="list-style-type: none">Jonathan H. Westover, The Power of ListeningEmily McCrary-Ruiz-Esparza, Generation Amazing!!! How We're Draining Language of Its Power (2022)UCSD Career Center, Roadmap (Read through all the pages)	
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Week 1 Guiding Questions: What is communication and how can we do it effectively?

WEEK 2: THE POWER OF STORIES

<u>Date/Topic</u>	<u>Readings</u>	<u>Assignments</u>
Tuesday: Identity & Positionality	<i>To prepare for class, please read:</i> <ul style="list-style-type: none">Student Personal Narrative(Watch) Hannah Gadsby, Nanette (on Netflix - if you do not have an account, please try to find someone who will share with you. If you can't find a way to watch it, please email me and I'll try to get you access or provide an alternative). Disclaimer: This video does contain references to sexual violence.) <i>Recommended Readings</i> <ul style="list-style-type: none">UC Graduate Admissions Statement of Purpose TipsUC Graduate Admissions Personal Statement TipsMasterclass, How to Write a Personal Essay	Reading Annotations <ul style="list-style-type: none">Due Tuesday (by 11am) Reflection #2: Personal Narrative Proposal <ul style="list-style-type: none">Due Friday

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Thursday: Place and Social Identity	<i>To prepare for class, please read/listen:</i> <ul style="list-style-type: none">● Joseph Azam, “Last, First, Middle”● (Listen) NPR, 'Americanah' Author Explains 'Learning' To Be Black In The U.S.● (Watch) Khan Academy, The Looking Glass Self	
<i>Week 2 Guiding Questions: What is the relationship of communication and stories to identity and place?</i>		
<u>WEEK 3: THE CONTINUED POWER OF STORIES</u>		
<u>Date/Topic</u>	<u>Readings</u>	<u>Assignments</u>
Tuesday: Social Critique	<i>To prepare for class, please read/watch:</i> <ul style="list-style-type: none">● Ken Robinson, Changing Education Paradigms● bell hooks, Teaching Critical Thinking (chapters 1-2)● Arundhati Roy, Come September (first 20 min)	Reading Annotations <ul style="list-style-type: none">● Due Tuesday (by 11am) Reflection #3: Goals and Values <ul style="list-style-type: none">● Due Friday
Thursday: Goals and Values Personal Narrative Outline	<i>To prepare for class, please read/listen/watch:</i> <ul style="list-style-type: none">● (Listen) In Pursuit Podcast, Brene Brown● Saundra Loffredo, Do your career and work values align?● Herminia Ibarra and Kent Lineback, “What's Your Story?”	
<i>Week 3 Guiding Questions: How can stories help us define and communicate our values and beliefs?</i>		
<u>WEEK 4: HOW TO TELL A STORY COMPELLING</u>		
<u>Date/Topic</u>	<u>Readings</u>	<u>Assignments</u>

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Tuesday: Curiosity and Inquiry	<i>To prepare for class, please read:</i> <ul style="list-style-type: none"> Gilbert, "Curiosity" and "Devotion to Inquisitiveness" Suzy Hansen, "Introduction" pgs. 21-27 (on CANVAS) 	Reading Annotations <ul style="list-style-type: none"> Due Tuesday (by 11am) Personal Narrative Draft <ul style="list-style-type: none"> Due Thursday in class
Thursday: Authority and Confidence Personal Narrative Peer Review	<i>To prepare for class, please read/watch:</i> <ul style="list-style-type: none"> (Video) Brene Brown, The Power of Vulnerability Marcel Schwantes, According to science this is the best way to gain power and influence others Anouare Abdou, 2 Types of Confidence 	

Week 4 Guiding Questions: How does the way we deliver information matter to our audience?

WEEK 5: CHALLENGES TO COMMUNICATION AND STORYTELLING

<u>Date/Topic</u>	<u>Readings</u>	<u>Assignments</u>
Tuesday: Intercultural Communication Writing Groups	<i>To prepare for class, please read/watch:</i> <ul style="list-style-type: none"> Among Cultures, pgs. 26-48 (Video) Peter Alfandary, The myth of globalization 	Reading Annotations <ul style="list-style-type: none"> Due Tuesday (by 11am) Personal Narrative Final Draft <ul style="list-style-type: none"> Due Friday
Thursday: Diversity and Difference Writing Groups	<i>To prepare for class, please read/watch:</i> <ul style="list-style-type: none"> Gloria Anzaldúa, Speaking in Tongues NPR, How Code-Switching Explains the World Recommended <ul style="list-style-type: none"> Madeleine Holden, The Exhausting Work of LGBTQ Code-Switching 	

Week 5 Guiding Questions: How can we connect with people who are different than us?

WEEK 6: CHALLENGES TO COMMUNICATION AND STORYTELLING

<u>Date/Topic</u>	<u>Readings</u>	<u>Assignments</u>
Tuesday: Fear and Failure	<p>To prepare for class, please read:</p> <ul style="list-style-type: none"> Arthur Brookes, Go Ahead and Fail Art Markman, Why your brain hates public speaking so much 	<p>Reading Annotations</p> <ul style="list-style-type: none"> Due Tuesday (by 11am) <p>Reflection #4: Presentation Proposal</p> <ul style="list-style-type: none"> Due Friday
Thursday: Authenticity	<p>To prepare for class, please read/watch:</p> <ul style="list-style-type: none"> Saska & Plummer, F*ck Professionalism: Creating a Workplace That Works For All Chantha Nguon & Kim Green, “The Gradual Extinction of Softness” (2021) 	

Week 6 Guiding Questions: How do you balance authenticity and effective communication? How do we overcome fear?

WEEK 7: THE RESPONSIBILITY OF COMMUNICATION AND STORYTELLING?

<u>Date/Topic</u>	<u>Readings</u>	<u>Assignments</u>
Tuesday: Media Literacy	<p>To prepare for class, please read/watch:</p> <ul style="list-style-type: none"> Documentary (90 minutes), After Truth (You will need to access on campus or with UCSD VPN) 	<p>Reading Annotations</p> <ul style="list-style-type: none"> Due Tuesday (by 11am) <p>Presentation Annotated Bibliography</p> <ul style="list-style-type: none"> Due Friday <p>Outline of Performance</p> <ul style="list-style-type: none"> Due Friday
Thursday: Academic Communication & Public Scholarship	<p>To prepare for class, please read:</p> <ul style="list-style-type: none"> Naomi Oreskes, The public wants scientists to be more involved in policy debates Queenie Sukhadia, Why the Humanities Need to Go Public, and the Ways in Which They Already Are 	

Week 7 Guiding Questions: What, if any, moral, ethical, or societal responsibilities to we hold when it comes to the stories we tell?		
WEEK 8: TALKING ABOUT YOUR STUFF		
Date/Topic	Readings	Assignments
Tuesday: Public Speaking 101	To prepare for class, please read: <ul style="list-style-type: none">“How to Tell a Dragon Slaying Story”	Reading Annotations <ul style="list-style-type: none">Due Tuesday (by 11am)
Thursday: Practical Importance Presentation Peer Review	To prepare for class, please read: <ul style="list-style-type: none">“How to Save a Planet, "Black Lives Matter & the Climate”Nancy Hoffman, Who You Know Matters More than Ever in the COVID-19 Job Market	Presentation Rough Draft <ul style="list-style-type: none">Due Thursday (by 11am)
Week 8 Guiding Questions: How and why can you make others interested in your knowledge/passion/ideas?		
WEEK 9: PRACTICE MAKES PERFECT?		
Date/Topic	Readings	Assignments
Tuesday, March 7: What’s Next?	To prepare for class, please read: <ul style="list-style-type: none">Simon Sinek and Trevor Noah, Friendship, Loneliness, and VulnerabilityAudre Lorde, “The Transformation of Silence into Language and Action”	Reading Annotations <ul style="list-style-type: none">Due Tuesday (by 11am)
Thursday: Thanksgiving Break – No Class	N/A	

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Week 9 Guiding Questions: What do you want out of life? How can you make a positive impact on the world?		
WEEK 10: STORIES OF OUR FUTURE		
<u>Date/Topic</u>	<u>Readings</u>	<u>Assignments</u>
Tuesday: Presentations	To prepare for class, please read/watch:	Extra Credit: Informational Interview Summary <ul style="list-style-type: none">Due Friday
Thursday: Presentations	To prepare for class, please read:	
Week 10 Guiding Questions: The end of the quarter, what will you take with you?		
WEEK 11: FINALS WEEK		
<u>Assignments</u>		
Final Reflection DUE Monday at 11:59pm		

COURSE POLICIES:

Late Policy: Late assignments will lose $\frac{1}{3}$ a letter grade for every day late (accepted up to 3 days late). Exceptions to this policy can be requested due to extenuating circumstances and only with the approval of the instructor.

Absences: You can be absent one time without penalty. Any subsequent absences will result in a deduction from your participation grade.

The Respect Rule: I ask you all to show the utmost respect to everyone in the classroom. We all have different backgrounds, values, beliefs, identities, and experiences that may sometimes cause disagreement; but when you are in this class, you are required to demonstrate understanding, respect, and empathy towards your fellow classmates, guest speakers, and instructors.

Office Hours Policy: My door is always open and I encourage you to attend office hours. I am happy to talk to you about a range of topics, not just course-specific issues. I want to help make your experience at UCSD a positive one. If you cannot make my scheduled times, let me know, and we can make an individual appointment.

Academic Honesty: Plagiarism or cheating is a serious offense and will be dealt with following university guidelines. It is your responsibility to become familiar with its policies, definitions, and penalties. These rules apply to exams and papers. If you have any questions about proper conduct, please see me. Do not guess or

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be uncertain about what constitutes cheating. Resources and information on academic integrity can be found at <https://academicintegrity.ucsd.edu/>

Plagiarism and/or cheating will not be tolerated, and at **the very least**, you will receive zero points on the assignment and be reported to the University. Ultimately, you may receive a failing grade in the class and be subject to university discipline.

Importantly, using ChatGPT in this class will be considered a form of cheating. If you are caught using or suspected of using ChatGPT for any of the assignments, you will be reported. Trust me, it is NOT worth it!

Discrimination and Harassment: UCSD does not discriminate on the basis of race, color, age, religion, national origin, sex, marital status, sexual orientation, disability, or status as a U.S. veteran. This class adheres to those guidelines. Alternative viewpoints are welcome in this classroom. *However, statements that are deemed racist, sexist, classist, ableist, homophobic, or otherwise discriminatory toward others in the class will not be tolerated and students will be asked to leave.* Students come from a wide variety of backgrounds and possess a diverse array of values and beliefs and the classroom must be a safe space to discuss opinions and ideas. As such, I will not tolerate harassment of any kind in my classroom.

ADA Statement: Students requesting accommodations for this course due to a disability should (if needed) provide a current Authorization for Accommodation (AFA) letter issued by the Office for Students with Disabilities (OSD) which is located in University Center 202 behind Center Hall. Students are then required to present their AFA letters to Faculty (please make arrangements to contact your professor privately) and to the OSD Liaison in the department in advance so that accommodations may be arranged. No retroactive accommodations can be provided. The CAT OSD liaison is Nik Bulajic: nibulajic@ucsd.edu.

Other Important Policies: Anyone having problems in this course is strongly encouraged to contact me as early as possible. I will be happy to meet you and help you in any way possible. Those students with dependents are welcome to bring them to class to join us if ever needed. **My goal is for you all to succeed!**