

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: CTB 108 (Sixth Lab)

Office Hours

In Person: Tuesdays from 12:30-1:30pm in my office

- See *CANVAS Home Page* for directions on finding my office.

ZOOM: By appointment (<https://ucsd.zoom.us/j/6966412335>)

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 effective and authentic communication. 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:

- **Personal Narrative** – 25%
 - [Peer Review Worksheet](#) (5 points)
- **Public Presentation/Performance** – 25%
 - [COIL Practice](#) (10 points)
 - [Presentation Feedback Worksheet](#) (5 points)
- **Final Reflection** – 15% (Complete/Incomplete)
- **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 250-400 words each and prompts will be provided on Canvas for each week. These are graded complete/incomplete.

- **Participation** -- 15%
 - This includes (but is not limited to) class participation, your participation on discussion boards/Canvas assignments, attending office hours, peer review, etc.
- **Resume/CV** – 5% (Complete/Incomplete)
- **Extra Credit: Informational Interview** – 2% (Complete/Incomplete)

CAT 125 Assignment Rubric can be found [HERE](#)

Quick note: All assignments must be original work created for this class and should ascribe to UCSD’s policy of academic integrity.

Your final grade will be determined by the following point scale:

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

COURSE TOPICS AND ASSIGNED READINGS:

WEEK 1: WHAT’S THIS COURSE ALL ABOUT?		
Date/Topic	Readings	Assignments
Tuesday, January 10: Course Introduction	<ul style="list-style-type: none"> ● OPTIONAL: bell hooks, Teaching Critical Thinking (chapters 1-2) 	Pre-Course Survey & Reflection #1 <ul style="list-style-type: none"> ● Due Friday
Thursday, January 12: Narratives and Paradigms	<i>To prepare for class, please read:</i> <ul style="list-style-type: none"> ● Ken Robinson, Changing Education Paradigms ● Chimamanda Adichie, Single Story OR <ul style="list-style-type: none"> ● Arundhati Roy, Come September (first 20 min) 	

Week 1 Guiding Questions: What is the purpose of education? What is the purpose of this class?

WEEK 2: COMMUNICATION AND IDENTITY

Date/Topic	Readings	Assignments
<p>Tuesday, January 17: What is Communication?</p> <p>Personal Narrative Introduction</p>	<p>To prepare for class, please read/watch:</p> <ul style="list-style-type: none">• What is a Rhetorical Situation• Emily McCrary-Ruiz-Esparza, Generation Amazing!!! How We're Draining Language of Its Power (2022) <p>Recommended Readings</p> <ul style="list-style-type: none">• UC Graduate Admissions Statement of Purpose Tips• UC Graduate Admissions Personal Statement Tips• Masterclass, How to Write a Personal Essay	<p>Reflection #2</p> <ul style="list-style-type: none">• Due Friday
<p>Thursday, January 19: Identity, Intersectionality, Positionality</p>	<p>To prepare for class, please read:</p> <ul style="list-style-type: none">• John Warren & Deanna Fassett, Chapter 4: Identity and Perception, pg. 60-80 (may need to use ucsd vpn to access)• (Watch) Hannah Gadsby, Nanette <p>(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.</p>	

Week 2 Guiding Questions: What is communication? How has your life or identity shaped the way you communicate?

WEEK 3: IDENTITY AND CAREER EXPLORATION

Date/Topic	Readings	Assignments
Tuesday, January 24: Social Identity	<p>To prepare for class, please read/listen:</p> <ul style="list-style-type: none"> • Joseph Azam, "Last, First, Middle" • (Listen) NPR, 'Americanah' Author Explains 'Learning' To Be Black In The U.S. <p>Recommended Video</p> <ul style="list-style-type: none"> • (Watch) Khan Academy, The Looking Glass Self 	<p>Personal Narrative Draft</p> <ul style="list-style-type: none"> • Due Friday
Thursday, January 26: Careers and Values	<p>To prepare for class, please read/listen/watch:</p> <ul style="list-style-type: none"> • Sandra Loffredo, Do your career and work values align? • Amy Gallo, How to build a meaningful career • (Listen) In Pursuit Podcast, Brene Brown 	

Week 3 Guiding Questions: How do others see you? What are your values? What constrains you from living these values?

WEEK 4: PUTTING YOURSELF OUT THERE

Date/Topic	Readings	Assignments
Tuesday, January 31: Communicating in a Resume Guest Speaker: Career Center Staff	<p>To prepare for class, please read:</p> <ul style="list-style-type: none"> • Natalie Lundsteen, Best practices for professional email • UCSD Career Center, Roadmap (Read through all the pages) 	<p>Reflection #3</p> <ul style="list-style-type: none"> • Due Friday <p>Personal Narrative Feedback</p> <ul style="list-style-type: none"> • I will return to you by Friday
Thursday, February 2: Social (and other forms of) Capital	<p>To prepare for class, please read:</p> <ul style="list-style-type: none"> • Nancy Hoffman, Who You Know Matters More than Ever in the COVID-19 Job Market 	

Informational Interview Preparation	<ul style="list-style-type: none"> US News, 6 ways to network while you're in college Cultural Wealth Worksheet 	
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Week 4 Guiding Questions: What's social capital, and do you have it? How can you best pursue the career/profession/life of your choosing? What are skills to landing your 'dream job'?

WEEK 5: COMMUNICATING YOURSELF

<u>Date/Topic</u>	<u>Readings</u>	<u>Assignments</u>
Tuesday, February 7: Personal Branding Guest Speaker: Suna Kabadayi	<i>To prepare for class, please read:</i> <ul style="list-style-type: none"> Glenn Geffcken, The Inner Sole of Personal Branding Saska & Plummer, F*ck Professionalism: Creating a Workplace That Works For All 	Personal Narrative Final Draft <ul style="list-style-type: none"> Due Friday
Thursday, February 9: Authority & 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 he best way to gain power and influence others OR <ul style="list-style-type: none"> Anouare Abdou, 2 Types of Confidence 	

Week 5 Guiding Questions: How do you want people to see you? When do you feel the most confident? Why is this? What are you an authority on? Does someone give you authority or do you take it?

WEEK 6: COMMUNICATING WITH AUDIENCES NEAR AND FAR

<u>Date/Topic</u>	<u>Readings</u>	<u>Assignments</u>
Tuesday, February 14: Intercultural Communication Presentation and COIL Assignment Prep	<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 	CV/Resume: <ul style="list-style-type: none"> Due Friday

<p>Thursday, February 16: Diversity and Difference</p> <p>CV/Resume Peer Review</p>	<p><i>To prepare for class, please read/watch:</i></p> <ul style="list-style-type: none"> • Gloria Anzaldúa, Speaking in Tongues <p>Optional:</p> <ul style="list-style-type: none"> • (Video) President Barack Obama, Correspondents' Dinner Speech • NPR, How Code-Switching Explains the World • Madeleine Holden, The Exhausting Work of LGBTQ Code-Switching 	
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Week 6 Guiding Questions: What cues do you look for when talking with someone? Do you ever find yourself changing the way you speak or act, why/why not? How important is context to you when communicating?

WEEK 7: PUBLIC SPEAKING & ENGAGEMENT

<u>Date/Topic</u>	<u>Readings</u>	<u>Assignments</u>
<p>Tuesday, February 21: Public Speaking and Fear of Failure</p>	<p><i>To prepare for class, please read/watch:</i></p> <ul style="list-style-type: none"> • Arthur Brookes, Go Ahead and Fail • Art Markman, Why your brain hates public speaking so much <p><u>Recommended</u></p> <ul style="list-style-type: none"> • Watch a speech of your choosing and analyze why it is successful or not. Possible Ideas: <ul style="list-style-type: none"> ○ TedX ○ Ignite ○ YouTube 	<p>COIL Presentation Screenshot</p> <ul style="list-style-type: none"> • Due Friday
<p>Thursday, February 23: Conflict Resolution and Mediation</p>	<p><i>To prepare for class, please read:</i></p> <ul style="list-style-type: none"> • CAIDC, How to Handle Conflict in Our Everyday Lives 	

Guest Speaker: Veronica Mikho, National Conflict Resolution Center	<ul style="list-style-type: none"> Eric Svaren, How Stories Keep Us in Conflict 	
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Week 7 Guiding Questions: Why are some people seen as “good” speakers? Where does conflict and misunderstanding happen in your life? What are communication skills to overcome conflict?

WEEK 8: FACTS VS. CLICKS

<u>Date/Topic</u>	<u>Readings</u>	<u>Assignments</u>
Tuesday, February 28: Academic Communication & Public Scholarship	<i>To prepare for class, please read:</i> <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 	COIL Presentation Worksheet <ul style="list-style-type: none"> Due Tuesday (in class) Presentation Feedback Worksheet <ul style="list-style-type: none"> Due Thursday in class Reflection #4 <ul style="list-style-type: none"> Due Friday
Thursday, March 2: Media Literacy Presentation Peer Review	<i>To prepare for class, please read:</i> <ul style="list-style-type: none"> LA Times, Inside a Long Beach Web operation that makes up stories about Trump and Clinton: What they do for clicks and cash 	Inside a Long Beach Web operation that makes up stories about Trump and Clinton: What they do for clicks and cash

Week 8 Guiding Questions: How and why can you make others interested in your knowledge/passion/ideas? How can you ensure you are evaluating sources accurately and providing factual information?

WEEK 9: DIGITAL COMMUNICATION

<u>Date/Topic</u>	<u>Readings</u>	<u>Assignments</u>
Tuesday, March 7: Presentation/Performances	N/A	
Thursday, March 9: Presentation/Performances	N/A	

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Week 9 Guiding Questions: What can you learn from watching/listening to others speak? What do you feel like you can improve when it comes to giving presentations?

WEEK 10: FINDING BALANCE & PURPOSE

<u>Date/Topic</u>	<u>Readings</u>	<u>Assignments</u>
Tuesday, March 14: Work-Life Balance	<i>To prepare for class, please read:</i> <ul style="list-style-type: none"> • Tim Kreider, The Busy Trap • Jenny Anderson, The only metric of success that really matters is the one we ignore 	Informational Interview Summary <ul style="list-style-type: none"> • Due Friday
Thursday, March 16: What Next? Civic & Global Engagement	<i>To prepare for class, please read:</i> <ul style="list-style-type: none"> • Audre Lorde, "The Transformation of Silence into Language and Action" • Dan Cumberland, The secret to finding your voice 	

Week 10 Guiding Questions: What do you want out of life? How can you make a positive impact on the world?

WEEK 11: FINALS WEEK

Assignments

Final Reflection DUE Monday at 11:59pm