
MCOM 3780 - Presentational Literacy

Fall 2026 Syllabus, Section 01, CRN 42635,

Credit hours: 3

Instructor

Michele Gatts

Email: mmgatts@ysu.edu

Public Instructor Information

Instructor

Michele Gatts

Professional Qualifications:

MA English, Youngstown State University, 1996

AB Speech Communication/Telecom (Broadcast Journalism), YSU, 1989

Lecturer

Email: mmgatts@ysu.edu

Office: Bliss Hall 2011

Fall 2026 Office Hours:

TBA; by appointment recommended.

Office Phone: (330) 941-3631

Preferred Contact Method: email

Communication Expectations:

Monitor your university email frequently; email will be answered by instructor within 48 hours.

How to Refer to me:

Professor

Course Description

3780. Presentational Literacy. Examination of the theory and practice of preparing and delivering presentations in today's work and media environments. Examination of theories, techniques and major styles of delivery including use of advanced visual aids, voice control and delivering scripted and extemporaneous statements, stories and speeches. Prereq.: CMST 1545. Crosslisted: TCOM 3780. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	Broadcast Announcing Worktext: A Media Performance Guide. 5th ed.	• Beadle, Mary E, Smith, Reed W., and Stephenson, A.R.	978-0-240-81860-3
Optional	The Elements of Style	Strunk & White	978-0205309023

Additional reading/video viewing may be required.

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of topics and assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24		Review syllabus, Blackboard & safety procedures. Unit 1 Lecture. HOMEWORK	
8/31		Lectures: Major projects assigned. HOMEWORK	
9/7		Legal Holiday-UNIVERSITY CLOSED IN HONOR OF LABOR DAY. Unit 2 Lecture. Related in-class activity. HOMEWORK	
9/14		Lectures: Units 3 & 4. Related in-class activities. HOMEWORK	
9/21		Lectures: Unit 5 Parts A & B. Related in-class activities. HOMEWORK	
9/28		Lectures: Units 6 & 7. Related in-class activities. HOMEWORK	
10/5		Lectures: Units 8 & 9. Related in-class activities. HOMEWORK	
10/12		Lectures: Units 10 & 11. Related in-class activities. HOMEWORK	
10/19		Midterm conferences. HOMEWORK	
10/26		Lecture: Unit 12. HOMEWORK.	
11/2		Lecture: Unit 13. Related in-class activities. HOMEWORK.	
11/9		Major project work. UNIVERSITY CLOSED IN HONOR OF VETERANS DAY	
11/16		Major project work. HOMEWORK.	
11/23		Major project work. NO CLASS/YSU CLOSED FOR THANKSGIVING BREAK	
11/30		Final Project presentations.	

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.