

HSS 404: Becoming an Effective Expert: Communicating with Diverse audiences

Course and Instructor Details

HSS 410-Online sections {Asynchronously via [Canvas.njit.edu](https://canvas.njit.edu)

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Office: Cull 115 Hours: W 9:30-12 Webex/phone By appointment

Webex Room: <https://njit.webex.com/meet/lipuma>

Please always email for an appointment; I am on campus but may be in meetings upstairs.

Prerequisites: To enroll for the senior seminar, you must have senior standing (91+ credits completed), have completed all lower division GERs coursework: HUM 102 with a grade of C or higher, and 6 credits at the 300-level History and Humanities GER with a grade of C or higher; 3 credits at the 300-level may be taken concurrently as a co-requisite. For questions about HSS 408 courses, contact humanities@njit.edu.

Overview:

This course explores how to communicate effectively so your expert knowledge can be conveyed to a diverse audience clearly and effectively to attain your goal in a wide range of scenarios. The course examines the components of expertise: theoretical knowledge, practical knowledge, technical skills and non-technical skills to understand how experience and judgment are leveraged to attain success. The course uses the General, Particular, specific (GPS) model to categorize and analyze content as well as understand how to plan, prepare, and perform oral presentations. The skill of communication in written and oral form are a key competency in the course as they are an essential common component for students to gain mastery of in their expertise. We will focus on common misconceptions in your own field of study and develop skills needed to convey that to the general public.

The course provides instruction and practice to prepare students to demonstrate his or her attainment of course goals through discussion posts, essays, oral presentations, and a final literature Review. The course objectives will prepare the students to:

SLO1 – create written and oral artifacts that clearly and effectively convey a message with graphical means and textual support.

SLO2 – Demonstrate Information Literacy to conduct research as well as examine peer and expert materials and feedback related to communication, collaboration, expert knowledge, and expertise.

SLO3- Produce written and oral communication that demonstrate expert subject-matter mastery while being able to convey that to the general public.

SLO4-Compose an effective argument in essay form and corresponding oral presentation describing key factors for successful SME work.

These objectives will be attained by students through the course content and activities resulting in three deliverables as part of the final Big Boss project. The Demonstrated Outcomes are:

DO1: Class readings and discussions that provide self-evaluation and foster peer communication and analysis.

DO2: Completed video and written report for the steps of the database analysis and scholarly article review.

DO3- Response to values and ethics case study on AI content generation and proper acknowledgement for expert authority in a domain.

DO4-Final Video presenting quality explanation of technical domain-specific information to a general audience demonstrating expertise in communicating quality digital communication packages

Please **review the [submission guidelines](#)** for general instructions about how to submit work and understand the comments that are returned. The course has several overarching goals that fit together to accomplish the learning objectives as well as provide you the needed skills to accomplish the final projects to demonstrate Learning Outcomes.

Writing Center: The NJIT Writing Center will be available for both in-person and synchronous online appointments. The center are open M-F and evening appointments are available. For more information, please go to our website. <https://www5.njit.edu/writingcenter/> Appointments can be scheduled via Navigate which can be reached through NJIT Pipeline or directly at <https://njit.campus.eab.com/> While Writing Center consultations are valuable for all writers, if you have not written a research paper since (or before) your first year in college

Course Texts, Materials, and Resources:

All materials for the class will be available through the web or the online course management tool. Every attempt has been made to find free materials for the course. Most readings are available publicly through the Internet or through the NJIT database system. Lectures and instructional material will be presented as documents or with PowerPoint and Net casts, most of which will be available through NJIT or directly from the web. Chapters from my text are provided in Canvas:

Lipuma, J. (2013). Fundamentals of Undergraduate Education & Learning (FUEL) Dubuque: Kendall Hunt

To complete the tasks in this course, you must have a good quality microphone that can record to allow editing of class projects.

You are strongly encouraged to buy or borrow from Media Services a quality USB headphone microphone such as a Logitech in order to complete the needed recordings for the class. Other software needed for the course should be free through NJIT or with a PC or MAC. Students are required to download and install a number of programs for this course. I have tried to identify shareware/open source applications so that you do not have the burden of purchasing expensive software. If you already have a program that you are familiar with that is similar to one of the programs, feel free to use the item you already have.

Breakdown and conversion of grades

The class is measured out of 1000 points total so all points gained for work sum towards your final grade. There is no curve applied or percentages of credit for missing work.

A = 910+

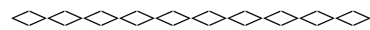
B+ 909-860 B = 859-810

C+ = 809-760 C = 759-700
D = 699-600 F = 599 -0

Meeting deadlines is part of the real world and vital to success in one's career. Be sure to read the assignments carefully and follow directions provided... It is your responsibility to keep up with course materials and complete assignments by the due date. Canvas will display an 'Available until' date after which time the tool closes. **This is not the due date and work submitted after the due date is not accepted as it is considered late unless you have spoken to me about your potential lateness.** Typically, there is a 12 hour grace period and the additional "Available until" time is left to do required follow-up posts or allow students with pre-approved extensions or accommodations to receive the permitted time. Tasks grow more complex and time consuming so please start early and submit work. Not all the missions are open at the start of the class and as due dates pass, missions tasks will close—No late work accepted without prior consent from the professor--grade = 0. The tasks should be progressed through in order as each assignment ties into the next. NOTE: grades in the online gradebook are unofficial and intended for the students to be able to track progress. The full course outline with list of graded missions with weights are given at the end of this document.

Exams dates and make-up policies

This course does not have tests or exams scheduled during the term. There are no final exams during final exam period. Work for the course will be presentations and written essays/reports as detailed below. In alignment with HSS department policies, no late work is accepted. All work for class must be graded and final grades submitted as listed on the registrar academic calendar.



HSS Grading & Lateness Policies

All matters pertaining to student accommodation for health, family, or other reasons should be referred to the Office of the Dean of Students. The HSS department and individual professors do not make these determinations. Students seeking dispensation for late work should send an email to dos@njit.edu prior to or immediately after the issue. *Note* that no late work is accepted and ALL submission are automatically locked by Canvas 3 days after the due date. FAQs on the DOS website: <https://www.njit.edu/dos/faq.php>

Academic Integrity:

Detailed guidance on academic integrity can be found at: [Best Practices document](#). Please note that any actual or alleged violation of the University Code on Academic Integrity should be formally processed through the Office of the Dean of Students. Faculty and instructional staff should be proactive on upholding academic integrity but should not handle violations on their own. From the Provost, *"Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the academic code of integrity policy that is found at: [NJIT Academic Integrity Code](#).*

Please note that it is my professional obligation and responsibility to report any academic misconduct to the Dean of Students Office. Any student found in violation of the code by cheating, plagiarizing or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university. If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at dos@njit.edu

Plagiarism is defined at NJIT as “Using or attempting to use written, oral, or graphic work which was authored or prepared by another and submitting it as one’s own without appropriate citation or credit. Intentionally or knowingly representing the words or ideas of another as one’s own in any academic exercise, including: copying from a source without quotations or appropriate documentation, copying from any source and altering a word or phrase to avoid exact quotation, and cloning someone else’s ideas without attribution.”

NJIT policy is to treat instances of assignments generated in whole or large part by ChatGPT as tantamount to customary cases of academic misconduct involving plagiarism as detailed in the Code of Student Conduct. Guidance documents were developed by NJIT's digital instruction team (<https://ist.njit.edu/guidelines-instructors-ai>). TO avoid issues you must cite and disclose use of any AI tools. To assist with this, we will use the Disclosure of Support Statement (DSS). This written form asks you to acknowledge the human and software support used to create the work for class. This will allow you to avoid any issue of plagiarism or violations of academic integrity especially related to generative AI, Large Language Models, AI assisted writing, grammar and spelling assistance (QuillBot, ChatGPT, Grammarly, etc.) You are welcome to use whatever tools assist you as long as you cite their use properly and disclose the type and degree of support received.

Assessment Policies

Text: There are no assigned texts for the course. All materials are provided through Canvas as links or online documents

Exam & Final: This class does not have exams. No final exam is required and will not be scheduled for the course.

Incomplete Grades: The grade of "Incomplete" may be given under rare, documented circumstances. Instructors must provide written details of the remaining work and deadlines to the student and the Department Chair. The "Incomplete" grade must be resolved in the next regular semester to avoid automatic conversion to a failing grade. Instructors should not accept work by a student after the end of the semester following the one in which the Incomplete was issued, unless the Dean of Students certifies extenuating circumstances, the instructor is willing to process a late change of grade and the Senior Vice Provost for Academic Affairs pre-authorizes such a change.

Extenuating Circumstance & Other Situations: Withdrawals after the 10th week require documented extenuating circumstances via the Dean of Students Office. The course instructor and the Dean of Students are the principal points of contact for students considering withdrawing from a course. When a student invokes extenuating circumstances for any reason (late withdrawal from a course, request for a make-up exam, request for an Incomplete grade, request for accommodation due to illness) the student should be referred to the Dean of Students Office. The Dean of Students will make the determination of whether extenuating circumstances exist and will notify the instructor accordingly. Instructors should never request or accept medical or other documents from students; all documents should be submitted by the student to the Dean of Students Office. Except for cases determined by law, an instructor is not required to accommodate student requests even when extenuating circumstances are certified by the Dean of Students; however, all efforts should be made to ensure a student-friendly environment.

Lateness and grading policy

https://docs.google.com/document/d/e/2PACX-1vRuxq2odGb2NIPdyVr4ZAgJNJ9j9Zp3_sS5wyirSt3melbY7iY6E1xK8REof2mUjKjDq4u6frhBP-GT/pub

NJIT Support for Research: To excel in this course, you are expected to be able to locate and use web AND library resources effectively and to cite them correctly. Consult with the NJIT reference Librarians for assistance. For DIY help, consult the Communications Research Guide and other forms of Research Help.

From the Provost: “Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the academic code of integrity policy that is found at: <http://www5.njit.edu/policies/sites/policies/files/academic-integrity-code.pdf>.

Please note that it is my professional obligation and responsibility to report any academic misconduct to the Dean of Students Office. Any student found in violation of the code by cheating, plagiarizing or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university. If you have any

questions about the code of Academic Integrity, please contact the Dean of Students Office at dos@njit.edu”

Please note that Faculty and instructional staff should also refer to the “Best Practices” document developed and published on the Provost’s website (on the policies page) or directly at http://www5.njit.edu/provost/sites/provost/files/lcms/docs/Best_Practices_related_to_Academic_Integrity.pdf. Any actual or alleged violation of the University Code on Academic Integrity must be formally processed through the Office of the Dean of Students & Campus Life. Faculty and instructional staff should be proactive on upholding the academic integrity, but should not handle violations on their own.

Exams for courses delivered on-line must be scheduled in ways accounting for the fact that students may be living in different time zones and most of them have full-time jobs. If an exam is scheduled on a particular day and time, the time should be in the evening (i.e., starting at 6 p.m.). All instructing staff members are encouraged to make use of the course profile tool that is developed to conveniently provide general information about their course. This tool can be accessed at <https://courseschedules.njit.edu/>. In order to insure consistency and fairness in application of the NJIT policy on withdrawals, student requests for withdrawals after the deadline (end of the 10th week of classes) will not be permitted unless extenuating circumstances are documented. The course instructor and the Dean of Students are the principal points of contact for students considering withdrawing from a course.

When a student invokes extenuating circumstances for any reason (late withdrawal from a course, request for a make-up exam, and request for an incomplete grade) the student should be sent to the Dean of Students Office. The Dean of Students will be making the determination of whether extenuating circumstances exist or not and will be notifying the instructor accordingly. Instructors should never request or accept medical or other documents from students; such documents need to be submitted by the student to the Dean of Students. Except for cases determined by law, an instructor is not required to accommodate student requests even when extenuating circumstances are certified by the Dean of Students; however, all efforts should be made to ensure a student-friendly environment.

Early and periodic testing, assessment, and feedback are important. Tests should be returned in a timely fashion so that students know their status in the class. At least two tests and/or significant assignments must be scheduled, graded and returned before the deadline for withdrawal. Typically, the final examination in all courses constitutes approximately one third of the total grade for the course, and students need to be able to schedule their preparation for it, it is important that any and all final exams (including the ones for online courses) be given during the university final exam period. Modifications by instructors to the final exam schedule must be approved in writing by the Department Chair. Reporting of final (course) grades: Instructors are required to electronically submit final (course) grades no later than 48 hours after the last day of final examinations. The grade of Incomplete (“I”) may be given in rare instances where a student, and for documented (by the Dean of Students) reasons, could not complete parts of the work of the course. When giving a grade of “I”, the instructor must notify the student (and copy the Department Chair), in writing, of the exact work to be completed and the date by which it must be submitted. The “I” grade must be removed in the next regular semester; otherwise, the “I” is automatically changed to a failing grade. Instructors should not accept work by a student after the end of the semester following the one in which the Incomplete was issued, unless the Dean of Students certifies extenuating circumstances,

the instructor is willing to process a late change of grade and the Senior vice Provost for Academic Affairs & Student Services pre-authorizes such a change.

Course Reading

The readings on this list provide a general background to class content and missions. They also cover the foundations of the course content and explain materials in detail. Within each mission specific resources are linked to items needed to complete specific aspects of the mission. To provide time to complete readings all have been listed here. Fewer mission are given at the start of the semester to allow for time to review readings and resources.

Week 1:

[General Overview](#)

[Teaching and Learning by Subject-Matter Experts](#)

[Scenario](#)

Week 2:

[Overview of Communication](#)

Week 3:

[GPS Model to Organize Content](#)

Week 4: Oral Presentations

[Minimum Standards for Oral Presentations](#)

[Oral Communication Concepts and Resources](#)

[Integrated Delivery of Content with E-GOALS](#)

Week 5-6

[Qualities of an Expert](#)

[Components of Expertise](#)

Additional Resources

The following chapters provide material on communication in the real world. They are a series of web pages you need to move through with the next button and not just a single web linked article.

[Chapter 9 “Preparing a Speech”](#)

[Chapter 10 “Delivering a Speech”](#)

[Chapter 11 “Informative and Persuasive Speaking”](#)

[Chapter 12 “Public Speaking in Various Contexts”](#)

HSS404-Expert Communication

Outline of Tasks with points

Due	Point	Topic level and mission assignments
9/5		Class Begin
9/9	35	M1.1-Initial Foundations
9/12 9/16	5 40	M1.2-STEM Self-assessment Survey M1.3-STEM Literacy Memo
9/23	30	M2.1-Elements of a Scenario
9/30 10/2	65 15	M2.2-Introductory Video M2.2P-Peer Review
10/3 10/7	40 30	M3.1-Communicating a Message M3.2-Signposts
10/14 10/15	80 20	M3.3-Demonstrating Concept Presentation skill M3.3P-Peer Feedbacks
10/21 10/28	30 60	M4.1.1-Professional Values and Ethics M4.1.2-Ethics Essay and DSS
11/4	80	M4.2-Expert Mastery Explanation

11/18	70	M5.1-BIg Boss Script
11/22	20	M5.1F-Script Peer Feedback in Forum
11/29	60	M5.2-BIg Boss Video Walkthrough
12/6	60	M5.2F-Walk Through Feedback Forum Post
12/11	50	BB1-Big Boss Final Video Rough Draft
12/13	60	BB1F-Feedback on Rough Draft names
12/18	150	BB2-Big Boss Final Video Report
12/24		Grades Due

Figure 1 gives the due dates for the class tasks and the overall point total