

October 29, 2026

CMNS 3240
Advanced Professional Communication – Fall 2026

Photo by Vitaly Gariev on Unsplash

News and events

EDI Lecture Series: “Beyond the Labels: Understanding Neurodiversity”

- Thu 2026-10-29, 6:00 to 7:30 pm, Clock Tower CT T200

Women’s soccer vs Saskatchewan in the Canada West quarter-final at noon

- Sat 2026-10-31: then men’s volleyball at 3:00 pm and women’s volleyball at 4:45 pm



Territorial Acknowledgement



Where we're going today

- Where we are now
- Warm-up
- Report vs. presentation
- Claim, grounds, warrant
- Four minutes, three slides
- Pair practice: 90 seconds
- Coming up

Where we are now

- Journal 3 due Friday, October 30, 9:00 a.m.
- First set of students presents Thursday, November 5.
- Second set of students presents Tuesday, November 10.
- Slides (no more than three) and a one-page plan summary due in Moodle by 9:00 a.m. on your presentation day
- Today: what to say and in what order. Tuesday: how to say it.

Warm-up (2 min)

- Think of a presentation you still remember.
- Why do you remember it?
- The content, the order, the speaker, or what they asked you to do?

From audit to argument

- Your audit showed what recently happened.
- Your presentation argues for what should happen next.
- What decision do you want your panel to make?

Reading a report vs. presenting a plan

- A report: the reader sets the pace. A presentation: you do.
- A reader can go back. A listener hears it once.
- In a report, detail shows rigour. In a presentation, selection shows judgment.
- Headings guide a reader. Spoken signposts guide a listener.
- A report ends with findings. A presentation ends with a clear ask.

Claim, grounds, warrant

- Claim: what your plan will do and what you want the panel to support
- Grounds: the audit finding that shows the problem is real
- Warrant: why this plan fits this audience and purpose
- The warrant is the link most presenters skip.

Questions 1–5 as the spine of your talk

- Exigence: why this needs to change now
- Audience: who decides, and what they care about
- Purpose: what you want them to think or do
- Discourse community: the words and evidence they’ll trust
- Appeals: how you earn credibility and agreement

And now for your viewing pleasure



Four minutes, budgeted

- 0:00–0:30 Open: exigence, why this matters now
- 0:30–1:15 Finding: one audit finding, your grounds
- 1:15–3:15 Plan: audience, message, channel, timing
- 3:15–4:00 Ask: why it works and what you need
- Then 2 minutes of questions from your panel

Three slides, three jobs

- Slide 1, the problem: one finding the panel can see in five seconds
- Slide 2, the plan: who you'll reach, with what message, through which channel
- Slide 3, the ask: the decision or support you want
- Your one-page summary holds the detail, so your slides don't have to.

Say where you are in the argument

- “Here’s what the audit showed.”
- “So here’s what I’d do.”
- “This works for this audience because…”
- “What I’m asking you to approve is…”
- Listeners can’t scroll back. Signposts do the work headings do on a page.

Four traps and their fixes

- Opening with background → open with exigence: why now
- Presenting every audit finding → pick the one that drives the plan
- Reading your memo aloud → speak from three or four signposts
- Ending on “Any questions?” → end on the ask, then invite questions

Pair practice: 90 seconds (20 min)

- Speaker: claim, grounds, warrant, ask. No notes, no slides.
- Listener says back the claim, the evidence, the audience fit, and the ask.
- Can’t say one back? That part needs work.
- Swap, revise, run it again.

Coming up

- Tomorrow - Friday, October 30, 9:00 a.m.: Journal 3 due
- Tuesday, November 3: presentation skills, delivery
- Thursday, November 5: presentations, first set
- Tuesday, November 10: presentations, second set