

## PUR4243 – LISTENING + LEADERSHIP – SPRING 2026

Course number: 26300

Tuesdays, 7:20 - 8:10 p.m. on Zoom

Prerequisite: PUR3000 with a C or better

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Instructor: Lawrence Krutchik

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Virtual Office Hours: By Appointment

Phone: 818.406.6068

Messages via Canvas are accepted

(⊗) This syllabus is subject to change as the professor deems appropriate and necessary

### Required Texts

There is a required text for this class: [\*\*“You’re Not Listening”\*\*](#) by Kate Murphy. Please purchase and be prepared to start reading the book once drop-add period closes.

During the course of the semester, the professor may provide or assign reading, listening, or viewing materials. Generally, assigned materials in the syllabus should be read, listened to, or watched in advance of the class for which they are listed. Be prepared for the professor to call on you in that class to discuss the assigned materials.

### Course Description

In today’s world, listening is becoming a lost art. Most people don’t listen as often or as well as we would like. It’s human nature and technology distracts us.

In Listening + Leadership, you will experience the difference between listening to understand versus listening to reply. Listening is more than hearing the words people say. What’s their tone of voice? What’s their body language when they’re speaking?

Listening -- when done carefully -- deepens our understanding of people and the world around us. It builds meaningful connections. It unlocks creativity and new discoveries. And it’s an essential skill for modern leadership.

## Course Learning Objectives

Upon completing this course, students will:

- Experience the difference between listening to understand versus listening to reply;
- Develop techniques to help you become a better listener;
- Learn about different leadership styles;
- Hear from guest speakers how listening is an essential leadership and life skill; and
- Gain a deeper appreciation for how listening can enhance your personal and professional relationships and provide you with an overlooked advantage as you embark on your career.

## ***College of Journalism and Communications Objectives***

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work

## Key Course Policies

### Late or Missed Work:

Deadlines for each assignment will be given and students are expected to meet them. **If you submit your assignment late, you will automatically lose six points from your grade and, for each week it is late, you will receive a full letter grade deduction (e.g. B to a C).** Some consideration, however, might be given (at the discretion of the instructor) if there are extenuating circumstances such as prolonged hospitalization, family death, or extended individual sickness; **however, you need to notify me before the deadline is missed, not after.**

### Attendance:

This course focuses on class participation and group discussion. Your attendance and engagement are important aspects of this course, and students are strongly encouraged to attend class on camera.

Excessive absences will harm your grade. You are responsible for notifying me in advance of the cause of your absence and, if it is due to illness, provide a note from your medical provider. For further information on attendance policy, please go [here](#).

### Professionalism:

As PR students I expect you to maintain a high level of professionalism in all of our interactions. This includes being courteous and respectful to your fellow classmates and with your instructor. Being respectful includes making sure you show up to class on time, on camera, being fully present, and not multitasking. Practice your professionalism now! If you do not maintain professionalism, you will not receive participation credit for that week.

### Artificial Intelligence

#### *AI Submission of Intellectual Property*

When submitting materials to AI tools, such as assignment instructions or other content, ensure you have the appropriate permissions for any copyrighted elements. Additionally, avoid sharing any information protected under FERPA, including personal data from educational records (provided via ChatGPT, 2024).

#### *AI Policy for Student Work*

This course is primarily focused on your personal growth and, as such, I strongly encourage you to produce your own work without generative AI's assistance. At the same time, generative AI tools are increasingly important in our profession so we might explore using generative AI for

some assignments. If and when AI is allowed or encouraged in assignments, you will need to document how AI was used. This could include providing your original prompts, showing the editing that you did to the created content, or using appropriate citation of information obtained via generative AI. If you are using AI when not explicitly allowed, that is considered a violation of the honor code as you are presenting content as your own that was not fully created by you. There are various AI detection tools available (built within Canvas and externally such as ZeroGPT), and many AI platforms follow very formulaic response patterns. If I am concerned that your work is not your own, I will try to verify the originality of your work. If unable to do so, I may ask you to resubmit the assignment detailing how you arrived at your submission.

## Grading and Assignments

### **Grading:**

I will be as fair and impartial as is humanly possible in the grading process. Each of you will be graded on the same criteria. Because of this, no extra work or special assignments will be given. Normally, by the time I return your graded assignment, I have carefully reviewed each person's work and feel comfortable with the grade assigned. Grades are earned; they are not gifts. Grades are awarded on the basis of quality, not the amount of time expended. **I will round up** (e.g., if you get 89.9 points, you earn a A- not an B+). I will keep grades posted on Canvas and it is your responsibility to check on your progress throughout the semester. Grade components for the class are as follows:

### **Attendance: 25%**

Attendance is mandatory. Absences count from the first class following drop/add. More than **two** unexcused absences during the semester will be considered "excessive absences" and you will not receive attendance credit. You are responsible for notifying the instructor prior to missing class or as soon as possible afterwards in an emergency situation. Requirements for assignments and other work in this course follow UF policies:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

### **Active Participation: 25%**

Active participation through commenting verbally or in the chat feature and asking questions is required to gain full points -- your physical presence is not enough. Present but no participation will receive no points, present but non-meaningful participation (i.e. simply saying "I agree")

will result in partial credit, and participation that adds to the discussion via meaningful comments or questions will receive full credit. Credit is assessed weekly.

***Individual Assignments: 40% total, allocated as follows:***

Individual assignments will provide an opportunity for you to explore various aspects of active listening as well as leadership styles and best practices.

Tentative schedule of assignments:

• <b>Assignment 1 (10%): Reflections on listening</b>	<b>Feb. 3 – Feb. 6</b>
• <b>Assignment 2 (10%): Reflections on leadership</b>	<b>March 24 – March 28</b>
• <b>Assignment 3 (20%): Final assignment</b>	<b>April 15 – April 18</b>

***Quiz: 10% total***

We will have one quiz on the required text, [\*\*"You're Not Listening"\*\*](#) by Kate Murphy. The quiz will represent a total of 10% of your course grade. The quiz will be assigned in late February.

**Tentative Course Schedule\***

<b>Week 1</b> <b>January 13</b>	Course Overview
<b>Week 2</b> <b>January 20</b>	The Spotlight & The Iceberg
<b>Week 3</b> <b>January 27</b>	Tips for Becoming a Better Listener
<b>Week 4</b> <b>February 3</b>	Listening Exercises & Role Play: Pairs
<b>Week 5</b> <b>February 10</b>	Assignment #1 Review
<b>Week 6</b> <b>February 17</b>	Listening Exercises & Role Play: Trios
<b>Week 7</b> <b>February 24</b>	Guest Speaker #1
<b>Week 8</b> <b>March 3</b>	Leadership Styles
<b>Week 9</b> <b>March 10</b>	<b>TBD – Potential class in person</b>
<b>Week 10</b> <b>March 17</b>	NO CLASS
<b>Week 11</b> <b>March 24</b>	Leadership Styles Assessment & Discussion
<b>Week 13</b> <b>April 1</b>	Assignment #2 Review
<b>Week 13</b> <b>April 8</b>	Guest Speaker #2
<b>Week 15</b> <b>April 15</b>	Building Trust & Psychological Safety
<b>Week 16</b> <b>April 22</b>	Final Assignment Review

Please [click this link](#) to review additional UF academic policies and resources. Looking forward to a great semester ahead!