

## Analyze & Present

### Learning Outcome:

Students will analyze the organizational structure within the organization they are profiling, and will evaluate its effectiveness by delivering a presentation.

### Bloom's Level: 4 - Analyzing

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Students will be first given the assignment in **module 1**.

Students will turn in the assignment after **module 7**.

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# INTRODUCTION TO COMMUNICATION INSTRUCTIONS

For this assignment, you are required to complete four different tasks. You are going to answer a series of questions, and deliver a speech in which you will present your findings.

First, you will find all of the questions that you need to answer. Second, take your list of questions, and put your answers into a preparation outline which you will hand in. Third, consolidate everything into a presentation outline. And fourth, you will give a speech containing the information you have gathered. Please see each individual task for more specifics and outline examples.

### What to turn in:

Please create one document that contains the following (in this order!):

1. Link to YouTube or Vimeo video
2. Preparation Outline
3. Presentation Outline

**PLEASE DO NOT** turn in multiple documents. Consolidate all of your work for this assignment into a single document.

## TASK ONE: ANSWER THE QUESTIONS

### What are the components of the design plan?

1. Look at the organization you are profiling and describe its structure.
2. Give examples of ways communication occurs in the organization both internally and externally.
3. Describe the different groups within the organization and define each group's purpose.

### Mass Communication

1. What mass communication channels does the organization you are profiling use? Give an example that shows how they use each channel to spread their message to various audiences.
2. As media has evolved, how has the organization changed over the years in the ways they present their mission?
3. Is the organization representing themselves in the most effective way possible, why or why not?

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## Communication Channels:

1. How does the organization you are profiling use various channels to communicate and spread their mission to members of the community, both on a local and non-local scale?
2. How effective or ineffective are these channels and the ways the organization uses them?
3. What channels are not being used that you would recommend to be used? Why?

You will notice that question 1 in both the Mass Communication and Communication Channels sections appear quite similar. However, there are slight differences. Question 1 under Mass Communication asks what communication channels the organization is using to spread their message. Question 1 under Communication Channels asks you to dig deeper and analyze how one channel is used differently than another.

## TASK TWO: OUTLINE PREPARATION

When you have finished answering the questions above, create a preparation outline, which will be handed in, for the speech you will give.

Consider following the preparation outline guide below:

### Speech Title

#### I. Introduction

- **Attention Getter:** This should be a full sentence that relates to your topic and gets your audience engaged in your presentation material.
- **Background and Audience Relevance:** This should be two to three sentences introducing the topic to your audience, telling a brief summary of the topic, and offering a reason why your audience should care about the subject matter.
- **Speaker Credibility:** This should be one or two sentences explaining why you are qualified to speak on the subject. It might explain education or training you have received, or explain the amount of research you did for the presentation.
- **Thesis:** This should be one sentence explaining exactly what you will accomplish with the presentation.
- **Preview of Main Points:** This should be one sentence explaining your three main points supporting your thesis.
- **Transition to Main Point 1:** This should be one to three sentences moving you from the introduction to the first main point. It should include an internal review of the introduction, a signpost for Main Point 1, and an internal preview of the first main point.

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## II. Body

- Main Point 1: This should be one sentence explaining the first main point you will present in the presentation.
  - Subpoint 1: This should be two or three sentences of supporting information that prove the main point true.
  - Subpoint 2: This should be two or three sentences explaining why the main point supports the thesis and why it is relevant to your audience.
  - Transition to Main Point 2: This should be one to three sentences moving you from the first main point to the second main point. It should have an internal review, signpost, and internal preview.
- Main Point 2: This should be one sentence explaining the second main point you will present in the presentation.
  - Subpoint 1: This should be two or three sentences of supporting information that prove the main point true.
  - Subpoint 2: This should be two or three sentences explaining why the main point supports the thesis and why it is relevant to your audience.
  - Transition to Main Point 3: This should be one to three sentences moving you from the second main point to the third main point. It should have an internal review, signpost, and internal preview.
- Main Point 3: This should be one sentence explaining the third main point you will present in the presentation.
  - Subpoint 1: This should be two or three sentences of supporting information that prove the main point true.
  - Subpoint 2: This should be two or three sentences explaining why the main point supports the thesis and why it is relevant to your audience.
  - Transition to Conclusion: This should be one to three sentences moving you from the third main point to the conclusion. It should have an internal review, signpost, and internal preview.

## III. Conclusion

- Restate Thesis: This should be one sentence restating your thesis.
- Review Main Points: This should be three sentences, each summarizing your main points in order.
- Memorable Closer: This should be one or two sentences reminding your audience of the attention getter and closing out the speech in a satisfactory manner.

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## IV. References

Include an APA style reference page for the information presented in the outline. The expectation is that you include at least four qualified sources for full credit.

Make sure your preparation outline has the following:

- Each main point is one sentence
- Each sub point is between two to three sentences
- Each transition is between one to three sentences

## TASK THREE: PRESENTATION OUTLINE

Now that you have created your preparation outline (which you will hand in), you need to take what you have in this outline, and consolidate it into a presentation outline, which you will use to guide you as you deliver your speech. This should be only enough information to put on a single 3 x 5 inch index card.

Here is a sample presentation outline that you may consider using:

### Introduction

- State your name and for what class you are doing this speech
- Briefly identify the organization you are profiling and what it does
- Briefly introduce the three main topics your speech is going to be about (Organizational Structure, Mass Communication, and Communication Channels).

### Main Topic One: Organizational Structure

- Subpoint 1:
- Subpoint 2:
- Subpoint 3:

### Main Topic Two: Mass Communication

- Subpoint 1:
- Subpoint 2:
- Subpoint 3:

### Main Topic Three: Communication Channels

- Subpoint 1:
- Subpoint 2:
- Subpoint 3:

**Conclusion:** No new information should be presented here

- Sum up everything you talked about throughout your speech
- Final thoughts/things to consider

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## TASK FOUR: RECORDING YOUR SPEECH

You are going to present this speech to members of the organization you are profiling as well as other important stakeholders. Present this to at least seven members of the organization, if possible. Also make sure you are being filmed to show at least  $\frac{3}{4}$  of your body, but ideally, aim to record yourself so that your full body is shown. Finally, your speech needs to be between six to eight minutes in length.

**For this assignment, you will need to film yourself speaking. Your video should follow this format:**

1. Introduce yourself to the camera and say what module speech you are giving.
2. Show your presentation outline card.
3. Pan your audience. You need to show that you have the required number of audience members.
4. Hand your recording device over to someone that can film you.
5. Deliver your speech.

The speech should be delivered extemporaneously, meaning you shouldn't memorize it and you shouldn't read it. You should be familiar enough with the material to be able to speak with only brief references from your presentation outline to remind you of where you are going in the presentation. The only parts of your presentation that you should read directly to your audience are direct quotations from your sources.

### Speech Presentation Checklist:

1. An audience of at least 7 people
2. Room to move during your speech
3. Memorize your 4 verbal citations
4. Charge your recording device
5. Practice setting up the recording shot so you can get a full body (or at least  $\frac{3}{4}$  body) view of the speaker.
6. Check the audio quality
7. Introduce your name
8. Show your handwritten presentation outline card
9. Pan the audience
10. Deliver your speech
11. Smile! Try to relax!