# Final Project

**Learning Outcome:**

Students will analyze what the organization is currently doing to help those impacted by the societal issue and come up with one recommendation that does not currently exist to help impacted populations.

**Bloom's Level: 6 - Creating**

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

Students will turn in the assignment after **module 12**.

# INTRODUCTION TO COMMUNICATION INSTRUCTIONS

For the first assignment in this class, you wrote an essay that described the organization you are profiling. By now you have been given sufficient time to make any recommended changes to the assignment and add information where appropriate.

For this assignment, you are going to take what you wrote in the essay from Mini-Assignment One and consolidate your essay's key points into a presentation outline. After you have done this, you will use your outline to present a higher level summary to an audience. You will also incorporate quotes from your interview in assignment three.

You are going to be presenting information on your societal issue, the organization itself, how it works with those impacted by the issue, and any other relevant information related to these areas. You are not persuading us for this speech, and you are not taking sides. You will only be providing information.

**What to turn in:**
Please create one document that contains the following (in this order!). Please label all items for review:

1. Link to YouTube or Vimeo video of your Final Speech
2. Link to MyMantl that includes:
   a. Final Essay from Assignment 1 with Revisions
   b. Outline from Assignment 2 with Revisions
   c. Link to YouTube or Vimeo video from Assignment 2 (no Revisions required)
   d. Link to YouTube or Vimeo video or Slideshow from Assignment 3 with Revisions
   e. Link to YouTube or Vimeo video from Assignment 4 (no Revisions required)
   f. Final Speech (this Assignment)
3. Reflection (Essay or Video)

1. Link to YouTube or Vimeo video of your Interview
2. Link to YouTube or Vimeo video of your multimedia presentation

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

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# TASK ONE: WRITE A SPEECH

**Part A: Recommendation** - Look at everything your organization is already doing. Brainstorm some ideas that your organization could be doing to attract more attention to their cause, and to make an even greater difference within the community while minimizing any harm done by the societal issue. After you have a list of possible ideas, identify the single strongest recommendation that you would advise the organization to start implementing ASAP. To support your recommendation, you also will need to use at least four scholarly, relevant, sources that back up what you have to say.

**Part B: Outline** - Create an outline that shows your one recommendation and the reasoning behind why your recommendation would be beneficial to the organization and those it serves.

**Preparation Outline Guide:**

### 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.

**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.

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**Cont.**
  - 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.

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.

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**Cont.**
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

**Part C: Speech-** You are going to deliver another speech for this module. This is going to be a persuasive speech in which you use the elements of persuasion to create a strong case for your idea. For this speech, you need to take your preparation outline, and condense everything into a presentation outline. You are not going to hand in the presentation outline, but you will need to show it in your recorded speech.

**Presentation Outline Guide:**

**I. Intro**
- Introduction to the organization and what it does
- Thesis
- Brief summary of the recommendation you are going to suggest

**II. Body**
- Main Point 1: Background info on organization
  - What is the organization currently doing
  - Identify one area in which the organization should improve
  - Use details and research to show why the organization should improve in this area
- Main Point 2: Your Recommendation
  - State your one recommendation that you will suggest to the organization
  - Use details and research to show why your recommendation should be implemented, and will help the organization to get through to more populations impacted by the societal issue.

**III. Conclusion**
- Restate your thesis

You are going to present this speech to members of the organization you are profiling. Aim to present this to at least seven members of the organization, if possible. Also make sure you are being filmed to show at least ¾ 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.

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**Cont.**
**A final note about Part A:**

In previous assignments, you already spoke about recommendations for things you would like to see done that are not currently within your organization. You are perfectly fine to speak about this, but it needs to be in substantial detail. Previously you made a brief statement for a possible recommendation, so if you use the same recommendation you have previously used, you must analyze it and support it in much more detail. Finally, you are strongly encouraged to only pick one recommendation. While you might have multiple recommendations and ideas, pick your strongest case and stick with it!

## TASK TWO: FEEDBACK & REFLECTION

**Part A:** Over the course of this class, you have submitted a variety of assignments related to the societal issue and organization you profiled. Now, review all of the feedback you have received, and submit everything one last time, ensuring you touched on all of the required areas. You are not required to submit revised versions of your speeches; however, you will submit revised outlines. Upload all revisions to MyMantl and submit a link to your profile in this assignment document.

**Part B:** Reflect on your experience in this class. What topics did you enjoy and why? What did you not enjoy, and why? Pick at least two specific concepts we went over in this class and show how they helped to make you a better communicator. Finally, how did completing this project and profiling the organization allow you to grow more, and become more aware as a person? Include personal questioning such as "I wonder" or "If I" or "Maybe if I did this, would it…" etc..

**Reflection Submission Guidelines:**
You can either submit this as another video of yourself speaking, showing yourself from the chest up, or write a mini essay.