**Informative Presentation** *(125 points minimum)*

*Principles of Communication – COMM 1300*

**Goal:** To inform your audience about a topic that is interesting and relevant to their lives.

**Rationale:** As a citizen living in a democracy, you have an ethical responsibility to understand the complexity of important topics that have widespread social significance. This assignment allows students to engage in an ethical and critical research process and develop multiple, interrelated aspects of public speaking. Developing these skills is useful for students in many contexts and serves as building blocks to create effective persuasive messages.

**Description:** This is an informative presentation on a topic that will be approved by your instructor. In this assignment students will research and develop a presentation appropriate to their audience and deliver that presentation using an effective extemporaneous delivery style. Students will organize existing information into a meaningful and effective format tailored for a specific audience. Additionally, students will learn to create and reference supplemental aids that will enhance the audience’s understanding of their verbal messages.

**Directions:** Think of this presentation as a *process* that requires ongoing revision and reflection. Below is a list of general steps to help guide you in the process of creating your presentation.

1). Research potential topics and choose an interesting topic that is relevant and not already known to the audience.

2). Complete the Topic Development Form.

3). Create a typed formal outline using complete sentences, subordination, and evidence.

4). Construct an effective supplemental aid for your presentation that will enhance the audience’s understanding of your topic.

5). Practice your presentation using your formal outline.

6). After you have practiced the presentation using your formal outline a few times, develop presentation notes using key words that will help you the most.

7). Rehearse your presentation with your presentation notes and supplemental aid.

8). Deliver your presentation to the class.

9). Complete your Self-Evaluation Form.

**Informative Presentation Requirements**

**Time:** 3-5 minutes or 4-6 minutes (according to instructor)

**Topic:** The topic of the presentation should be interesting and relevant to your audience.

**Organization:** Main points should be organized in a logical, appropriate, and approved pattern of organization. Main points in this presentation may range from 2 to 4 depending on the topic, depth of your points, organizational pattern, time allotment, and other requirements.

**Presentation Notes:** Key words and evidential information only.

**Supplemental Aids:** At least one supplemental aid is required.

**Supporting Material:** Minimum of three (3) sources are required for this presentation. However, at least 1 of the sources must *not* be from the Internet. (Internet in this case refers to websites and sources obtained from a web browser such as Google. Library databases are not considered Internet sources because they are also available in print form in various periodicals.)

**Evaluation of Sources:** The three Cs are useful when evaluating what sources to use in your presentation. Sources contain a different balance of the three Cs, so your job in evaluating a source is to apply the following criteria and determine if your source should or should not be used in your presentation.

***Current:*** Sources are within the past 2 years.

***Credible:*** Sources are trustworthy.

***Comprehensive:*** Sources are balanced and provide a good overall understanding of the topic.

**Oral Citations:** Oral citations must include the following information:

1. Author (who wrote the article or what organization is responsible for the information?)
2. Date of publication (or when a website was accessed, or interview conducted)
3. Type (magazine/newspaper/journal article, book, interview, website, etc.)
4. Title (of the work or webpage)

**References:** Sources must appear in APA style, both in the references section containing all the sources used and the evidence citations within the body of the formal outline.

**Informative Topic Development Form**

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Topic:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Why is this topic relevant, appropriate, and interesting to your audience?

2. What are two to three potential main points?

3. What organizational pattern will you utilize?

4. Identify at least 3 possible sources. ***Cite them using APA style.***

5. List two possible supplemental aids you could use and explain how they will enhance the audience’s understanding of your topic.

**Formal Outline Components**

**(Type and carefully proofread final draft.)**

Name

Date

Instructor/Course Time

Topic or Title of Presentation

**INTRODUCTION**

1. **Attention Getter:** This part of your introduction serves to create anticipation for what you have to say. Some creative ways to gain the listeners’ attention include: posing a question to your audience; asking a rhetorical question; making a startling or suspenseful statement or statistic; telling a story; using a brief quotation; or referencing a recent event.
2. **Thesis Statement:**  This one-sentence summary of your presentation is formed by, first, combining the general purpose to inform, to persuade, to entertain, to introduce, and the specific purpose about what? Be sure to state your thesis clearly. If listeners miss this part, they will have difficulty following the rest of the presentation.

III. **Establish Credibility:**  This statement should be directly about you, not

other people. If you have experience with the topic, mention that here. You can also talk about your interest in the topic and your research on the topic.

IV. **Audience Relevance:** Connect to the listeners’ needs and interests. Tell the audience why this topic directly applies to them and how they will benefit from listening to your speech.

V.     **Preview Your Main Points:** End your introduction by highlighting the main points of your presentation. This signals to the audience that you are moving from the introduction into the body of your speech.

**BODY**

I. **Main Point**: One complete sentence expressing the main point of this section of the presentation.

A. **Sub point:** (These supporting points help listeners understand your main point. The audience learns why you stated your main point in the way you did. Consider breadth, depth, and listener relevance as you support each main point.)

1. **Sub-sub point:** (single sentence on the outline; however, in your presentation, the sub-sub point may take a few sentences to explain) Here is where you place the majority of your evidence and connect the evidence to your sub point by explaining statistics, quotations, etc. Thus, you should have in-text APA citations in these points. Example (Floyd, 2011) for paraphrased information and (Floyd, 2011, p. 127) for a direct quotation.

2. **Sub-sub point:** (single sentence) Follow the rule of division; if you have 1 sub-sub point, you must have two. You may only need two sub points, but you can have more.

B. **Sub point:** (single sentence). This sub point should be distinctly separated from your first sub point and will take some time to word these points clearly. Spending time on this will allow you to group like ideas and create better organization and clarity.

1. **Sub-sub point:** (single sentence)

2. **Sub-sub point:** (single sentence)

**Transition**: Connective words or phrases to help the audience move from the first main point to the second. (Review and Preview)

II. **Main Point**: These declarative sentences should directly support the thesis, not the previous main point or sub point.

A. **Sub point:** (single sentence)

1. **Sub-sub point:** (single sentence)

2. **Sub-sub point:** (single sentence)

B. **Sub point:** (single sentence)

1. **Sub-sub point**: (single sentence)

2. **Sub-sub point:** (single sentence)

**Transition**: Transitions should look back on what you have just discussed and look forward to your next main point. (Review and Preview)

III. Three main points are the most common for informative presentations, but you may have between 2 and 4.

A. **Sub point:** (single sentence)

1. **Sub-sub point:** (single sentence)

2. **Sub-sub point:** (single sentence)

B. **Sub point:** (single sentence)

1. **Sub-sub point:** (single sentence)

2. **Sub-sub point:** (single sentence)

**Transition**: Make sure your audience knows you are moving to the conclusion.

**CONCLUSION**

1. **Summary:** Remind listeners of your main points. Summarize briefly the thesis and main points of your speech – no need to go into any detail, you have already done that in the body of the speech.
2. **Closing Statement**: This should leave a memorable impact on your audience. This statement should provide closure and tie back to the attention getter in order to help the listeners’ remember what your speech was about.

**References**

Here you list complete citations, in APA format, for the research materials you have used in your presentation. This section should be double-spaced and after the first line of each citation, all other lines should be indented. Remember to include your in-text citations in the body of the outline as well. The in-text citations should refer to the complete citations in this section.

**Informative Formal Outline Evaluation** (50 points)

Grading Scale: *A (45-50), B (40-44), C (35-39), D(30-34), F (Below 30)*

Student: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Topic: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| ***Introduction (10 points)*** | ***Comments*** |
| * **Attention Getter:** Gains attention, is creative, and is interesting * **Thesis Statement:** Topic summarized in a clear, concise, declarative sentence * **Credibility:** Speaker establishes their credibility with the audience * **Audience Relevance**: Provides a reason for the audience to listen to the presentation * **Preview:** All main points are referenced |  |
|  |  |
| ***Body (20 points)*** |  |
| * **Main Points:** Support the thesis, clearly stated, appropriate organizational pattern & clear purpose |  |
| * **Supporting Points:** Support main points, clearly stated |  |
| * **Use of Evidence:** Appropriately connected to points and properly supported, properly cited APA style |  |
| * **Transitions:** Appropriate use of signposts, internal reviews and previews |  |
| ***Conclusion (10 points)*** |  |
|  |  |
| * **Summary of Thesis & Main Points** |  |
| * **Closing Statement:** Effective and memorable end to presentation (Does not simply end with “Thank You” or a call for questions.) |  |
| ***References (10 points)*** |  |
| * **Appropriate Sources:** Must be current, credible, and comprehensive (variety of source types used) |  |
| * **Reference Page:** APA Style on separate page |  |

**Informative Presentation - Instructor Evaluation** (75 points)

Grading Scale: *A (68-75), B (60-67), C (52-59), D (45-51) F (Below 45)*

Speaker: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Topic: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Time: \_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| ***Introduction (10 points)*** | ***Comments*** |
| * **Attention Getter:** Gains attention, is creative, and is interesting * **Thesis Statement:** Topic summarized in a clear, concise, declarative sentence * **Credibility:** Speaker establishes their credibility with the audience * **Audience Relevance**: Provides a reason for the audience to listen to the presentation * **Preview:** All main points are referenced |  |
| ***Body (20 points)*** |  |
| * **Main Points:** Support the thesis, clearly stated, appropriate organizational pattern & clear purpose |  |
| * **Supporting Points:** Support main points, clearly stated |  |
| * **Use of Evidence:** Appropriately connected to points and properly supported |  |
| * **Oral Citations:** Author, date, publication (type and title), expert credentials explained |  |
| * **Language:** Appropriate, vivid, memorable, creates effective imagery, strong statements |  |
| * **Transitions:** Appropriate use of signposts, internal reviews and previews * **Organization:** Points are well organized and speech makes sense. |  |
| ***Conclusion (10 points)*** |  |
| * **Summary:** Thesis & Main points * **Closing Statement:** Effective and memorable end to presentation (Does not simply end with “Thank You” or a call for questions.) |  |
| ***Delivery (25 points)*** |  |
| * **Gestures & Purposeful Movement:** Reinforce meaning, animate delivery |  |
| * **Eye contact:** Maintain sustained contact with entire audience |  |
| * **Extemporaneous:** Conversational, adapts to audience, understandable, engaging |  |
| * **Vocal Quality:** Volume, rate, pitch, articulation, pronunciation, appropriate vocal variety |  |
| * **No Distracters:** Vocalized pauses (e.g., um, uh, like), tapping or leaning on the podium, dancing (side to side, forward & backward), mouth smacking, gum chewing |  |
| ***Supplemental Aids (10 points)*** |  |
| * **Implementation:** Properly referenced, reveal/concealed, not speaking notes |  |
| * **Construction:** Alternate symbol system, aids audience understanding |  |

**Persuasive Presentation** (*200 points minimum)*

*Principles of Communication – COMM 1300*

**Goal:** To persuade your audience to engage in a specific, ethical action or belief that is relevant and meaningful.

**Rationale:** There are many academic, professional, personal and civic situations that require individuals to deliver a persuasive presentation. This assignment introduces students to persuasive organization intended to foster immediate and specific audience action or to change their existing beliefs or attitudes toward a topic. Through the process of completing this assignment, students will improve their researching skills while developing organized, rational, ethical, and persuasive arguments using effective supplemental aids. This assignment also provides students a chance to further hone their delivery skills while focusing on the needs and attitudes of a specific audience. The development of these skills will enable students to be more effective in a variety of social contexts, specifically in the creation of positive social change.

**Description:** This is a 5-7 minute persuasive presentation on a topic approved by your instructor. In this assignment students will research and develop a presentation appropriate to their audience and deliver that presentation using an extemporaneous delivery style. Students will polish their delivery skills and practice the implementation of supplemental aids to enhance their presentation.

**Directions:** Think of this presentation as a *process* that requires ongoing revision and reflection. Below is a list of general steps to help guide you in the process of creating your presentation.

1). Research potential topics and choose an interesting topic that is relevant and not already known to the audience. Because you are advocating that your audience take a specific action or change their attitudes or beliefs, you should spend a sufficient amount of time to examine the ethical considerations of your stance on the issue, the reasoning you use to persuade the audience, and the actions you are asking your audience to take.

2). Complete the Topic Development Form.

3). Create a typed formal outline using complete sentences, logic, subordination, and evidence organized in an approved persuasive organizational pattern.

4). Construct an effective supplemental aid for your presentation that will enhance the audience’s understanding of your topic.

5). Practice your presentation using your formal outline.

6). After you have practiced the presentation using your formal outline a few times, develop presentation notes using key words that will help you the most.

7). Rehearse your presentation with your presentation notes and supplemental aid.

8). Deliver your presentation to the class.

**Persuasive Presentation Requirements**

**Time:** 5-7 minutes

**Topic:** The topic of the presentation should be interesting and relevant to your audience.

**Organization:** Main points will be organized in a logical, appropriate, and approved pattern of organization. Main points in this presentation may range from 2 to 4 depending on the topic, depth of your points, organizational pattern, time allotment, and other requirements.

**Presentation Notes:** Key words and evidential information only.

**Supplemental Aids:** At least one visual aid is required (e.g., PowerPoint, artifact, or another visual aid that *enhances* the audiences understanding of an idea).

**Supporting Material:** A minimum of four (4) sources are required for this presentation. At least 1 of the sources must *not* be from the Internet. (Internet in this case refers to websites and sources obtained from a web browser such as Google. Library databases are not considered Internet sources because they are also available in print form in various periodicals.)

**Evaluation of Sources:** The three Cs are useful when evaluating what sources to use in your presentation. Sources contain a different balance of the three Cs, so your job in evaluating a source is to apply the following criteria and determine if your source should or should not be used in your presentation.

***Current:*** Sources are within the past 2 years.

***Credible:*** Sources are trustworthy.

***Comprehensive:*** Sources are balanced and provide a good overall understanding of the topic.

**Oral Citations:** Oral citations must include the following information:

1. Author (who wrote the article or what organization is responsible for the information?)
2. Date of publication (or when a website was accessed, or interview conducted)
3. Type (magazine/newspaper/journal article, book, interview, website, etc.)
4. Title (of the work or webpage)

**References:** Sources must appear in APA style in both the References page as well as referenced in the body of the formal outline.

**Topic Development Form**

***Note: Your instructor may require you to type your Topic Development form.***

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Topic:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Why is this topic relevant, appropriate, and interesting to your audience?

2. What are two to three potential main points?

3. What persuasive organizational pattern will you utilize?

4. Identify at least 4 possible sources. Cite them using APA style.

5. List two possible supplemental aids you could use and explain how they will enhance the audience’s understanding of your topic.

**Persuasive Formal Outline Evaluation** (75 points)

Grading Scale: *A (68-75), B (60-67), C (52-59), D (45-51) F (Below 45)*

Student: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Topic: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| ***Introduction (10 points)*** | ***Comments*** |
| **Attention Getter:** Gains attention, is creative, and is interesting |  |
| **Thesis Statement:** Topic summarized in a clear, concise, declarative sentence  **Credibility:** Speaker establishes their credibility with the audience  **Audience Relevance**: Provides a reason for the audience to listen to the presentation  **Preview:** All main points are referenced |  |
| ***Body (40 points)*** |  |
| **Main Points:** Support the thesis, clearly stated, appropriate organizational pattern |  |
| **Supporting Points:** Support main points, clearly stated |  |
| **Use of Evidence:** Appropriately connected to points and properly supported, no fallacies, properly cited APA style |  |
| **Reasoning:** Effectively achieves purpose, no fallacies, effective deductive or inductive reasoning, utilizes ethos, pathos, logos |  |
| **Transitions:** Appropriate use of signposts, internal reviews and previews |  |
| ***Conclusion (10 points)*** |  |
| **Summary:** Summarize thesis & main points |  |
| **Closing Statement:** Effective and memorable end to presentation (Does not simply end with “Thank You” or a call for questions.) |  |
| ***References (15 points)*** |  |
| **Appropriate Sources:** Must be current, credible, and comprehensive (variety of source types used) |  |
| **Reference Page:** APA Style on separate page |  |

**Persuasive Presentation - Instructor Evaluation** (125 points)

Grading Scale: *A (112-125), B (100-111), C (87-99), D (75-86) F (Below 75)*

Speaker: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Topic: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Time: \_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| ***Introduction (15 points)*** | ***Comments*** |
| **Attention Getter:** Gains attention, is creative, and is interesting  **Thesis Statement:** Topic summarized in a clear, concise, declarative sentence  **Credibility:** Speaker establishes personal credibility |  |
| **Audience Relevance**: Provides a reason for the audience to listen to the presentation |  |
| **Preview:** All main points are referenced |  |
| ***Body (40 points)*** |  |
| **Main Points:** Support the thesis, clearly stated, appropriate organizational pattern & clear purpose  **Supporting Points:** Support main points, clearly stated |  |
| **Use of Evidence:** Appropriately connected to points and properly supported, no fallacies |  |
| **Reasoning:** Effectively achieves purpose, no fallacies, effective deductive or inductive reasoning, utilizes ethos, pathos, logos |  |
| **Oral Citations:** Author, date, publication (type and title), expert credentials explained |  |
| **Language:** Appropriate, vivid, memorable, creates effective imagery, strong persuasive statements |  |
| **Transitions:** Appropriate use of signposts, internal reviews and previews |  |
| ***Conclusion (10 points)*** |  |
| **Summary of Thesis & Main Points** |  |
| **Closing Statement:** Effective and memorable end to presentation (Does not simply end with “Thank You” or a call for questions.) |  |
| ***Delivery (50 points)*** |  |
| **Gestures & Purposeful Movement:** Reinforce meaning, animate delivery |  |
| **Eye contact:** Maintain sustained contact with entire audience |  |
| **Extemporaneous:** Conversational, adapts to audience, understandable, engaging |  |
| **Vocal Quality:** Volume, rate, pitch, articulation, pronunciation, appropriate vocal variety |  |
| **No Distracters:** Vocalized pauses (e.g., um, uh, like), tapping or leaning on the podium, dancing (side to side, forward & backward), mouth smacking, gum chewing |  |
| ***Supplemental Aids (10 points)*** |  |
| **Implementation:** Properly referenced, reveal/concealed, not speaking notes |  |
| **Construction:** Alternate symbol system, aids audience understanding |  |

**Self-Evaluation Form**

Speaker: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Topic: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Regarding the content of your speech, what did you do well? (clear main points; sources cited in detail; clear transitions, appropriate language…)
2. Regarding the delivery of your speech, what did you do well? (eye contact; conversational style; good use of gestures; vocal quality…)
3. If you could do this speech over again, what would you do differently?
4. To improve as a public speaker and for my next presentation, I am going to try to:
5. Finally, what have you observed from watching others present that you would like to incorporate into your own speaking style?