Speech & Communications

Assignment Pack - Informative Presentation (5-7 Minutes)

Assignment	Informative Speech
Presentation Time	5-7 Minutes
Eligibility Requirement	I must receive your ***Approach Plan, Outline <u>and</u> Works Cited*** by due date/time (See Class Information Workbook)
Acceptable Minimum Standards	1. <u>Outline</u> - You MAY NOT submit a report, manuscript or other word for word document. 2. <u>Works Cited</u> - You MUST submit Works Cited entries that document the sources you have used.
Other	Academic Honesty is a basic, fundamental and essential requirement for this assignment. Extra credit is available for using college resources (e.g. Library) NOTE: By national standards, this speech is considered a Major Speech - and must be completed as a condition for credit in the course. Students who do not complete a Major Speech can earn no higher than a D for the course.

Rationale

This assignment is designed to provide <u>you</u> several benefits:
- It gives you the opportunity to think about and plan a topic that informs, explains or demonstrates information to others.
- It gives you the opportunity to apply what you have learned about creating, revising and perfecting outlines.
- It familiarizes you with strategies for selecting and using external information and research.
- It creates an opportunity for you to develop and document a Works Cited document based on your research.
- It gives you an opportunity to practice and develop your delivery skills.

Requirements

Team Requirements

(Optional) Consult With Your Team - Although you are expected to develop your presentation on your own, conferring with your team can have some great benefits:

- *Presentation Idea Reactions* – A chance to get an initial reaction to your subject or topic.
- *Preliminary Audience Analysis* - An opportunity to test what your audience may or may not know about your topic.
- *Your Reactions to Your Outline* – A way to see how audiences might respond to your structure, explanations and citations.
- Delivery *Feedback Plans* – An option for reviewing and rehearsing your speech before presenting it.

Individual Requirements

Develop Your Approach Plan Document - You will be thinking through some key objectives for your presentation. Your *Direction* for the presentation, The *Opportunities and Obstacles* for the experience and your *Improvement Goals* from prior assignments.

Prepare a Topic - You will be choosing a topic and developing a presentation intended for other class members as your audience.

Conduct Research - You will research your topic using the most appropriate research tools based on your topic. This could include Primary and Secondary Research. You must use at least 3 sources and at least two must come from professional or academic sources. You must also refer orally to these sources in your presentation.

Prepare Outline - You will be prepare an outline that you can use personally - and that your teammates can use to assist you in a Peer Review. You must follow standard Roman numeral outline formatting.

Create or Gather Audio-Visual - You will create or gather Audio-Visual that is helpful to your intended audience and appropriate for the intended environment.

Give Your Presentation - You will present your speech to your team as if it is your intended audience. NOTE: You may need to provide team members information about the subject, terms or concepts if they are unfamiliar to a general audience. Your presentation should be between 5 -7 minutes.

Administrative Requirements

You are required to submit your **Approach Plan, Outline and Works Cited** by the due date to be eligible to speak.Failure to meet this deadline can result in late written work AND a late presentation grades. If your written work is late I MUST receive it 24 hours in advance of your presentation. You can send your work as an email attachment to me at KarnatzSC@gmail.com.

Rubric

Preparation for the Presentation

	Insufficient (.0)	Beginning (.25)	Developing (.5)	Accomplished (.75)	Exemplary (1.0)
Outline Topic - is well focused and appropriate to the assignment.	Submitted work indicates no compliance with Assignment Guidelines.	Does not meet Assignment Guidelines.	Is appropriate, but lacks some focus and/or strays a bit from the assignment.	Is appropriate and reasonably focused.	Is well focused, creative, and appropriate.
Outline Order - is well-developed, including appropriate source documentation.	Work is written word for word rather than an outline format.	Is only partially complete.	The structure of the outline, scattered, difficult to follow or lacks support *like transitions or planned oral citations*.	Is generally well prepared with minor problems in order or content *such as incorrect use of Roman numeral outlining*.	Is well developed and structured in an easy-to-follow format for audiences.
Introduction - is appropriate to the topic.	There is no documented Introduction.	Is poorly documented.	Is written, but fails to document all of its intended objective: attention, purpose, credibility and preview.	Is written and includes all intended objectives but does not engage or involve the audience.	Achieves all intended objectives in a clever, original or engaging manner.
Conclusion - is appropriate to the topic.	There is no documented Conclusion.	Is poorly documented.	Is written, but fails to achieve its intended objectives: signaling the ending, bringing closure and offering a memorable closing.	Achieves its objectives in a standard manner but does not stimulate audience memory or inadequately restates main points.	Achieves all intended objectives in a clever, original or engaging manner.
Citations - are appropriate and contribute to credibility,	There are no documented sources.	Citations were submitted, but fewer than the expectations of the assignment.	Citations were submitted, but their credibility or appropriateness could be challenged.	Citations were generally appropriate in content and quantity.	Citations add significantly to the points made in the outline.
Citations - are properly documented.	There are no documented sources.	Citations were submitted, but contained extensive formatting errors.	Citations were submitted, but contained extensive formatting errors.	Citations were submitted, with few deficiencies in the information or format.	All citations followed format guidelines.

Oral Delivery of the Presentation

	Insufficient (.0)	Beginning (.25)	Developing (.5)	Accomplished (.75)	Exemplary (1.0)
Introduction - 1) gains attention 2) identifies the topic 3) establishes credibility 4) previews the body of the speech.	The presentation begins with no discernable Introduction.	Doesn't achieve at least 2 of 4 elements.	Effectively achieves 2 of 4 elements.	Effectively achieves 3 of 4 elements.	Effectively achieves all 4 elements.
Organization - is thorough, well organized, and makes effective use of transitions.	The presentation rambles with little evidence of structure and/or preparation.	The content does not cover the necessary information.	The speech is reasonably thorough, but has significant problems with organization and/or transitions.	The speech is reasonably thorough, but has minor problems with organization and/or transitions.	The speech is thorough, well-organized, and uses effective transitions.
Sufficient Evidence - the speaker provides valuable information	The speaker offers no oral citations.	The speaker uses oral citations, but fewer than expected.	The speaker uses a sufficient amount of cited information to support key points.	The speaker uses citations in a compelling way to help build support for main points.	The speaker uses citations that have a significant, positive impact on the audience.
Effective Transitions - the audience can follow the speaker's logic.	The speaker does not use transitions.	The speaker uses transitions occasionally and/or the transitions are not sufficiently clear to audience members..	The speaker uses transitions to move through all key points.	The speaker uses language to make transitions both effective and interesting.	The speaker creatively bridges between speech sections in a way that is explicitly clear to the audience.
Conclusion - is well prepared because it 1) cues the audience (e.g., "In conclusion…"), 2) brings closure, and 3) is memorable.	The presentation ends with no discernable conclusion.	The audience is left hanging, as the speech is not brought to closure.	The ending brings closure.	The ending cues the audience and brings closure.	The ending effectively achieves all three elements.
Vocal Techniques: Speaker 1) speaks in a manner that can be easily heard and understood 2) makes advantageous use of vocal variety 3) Minimizes "vocal interference" ("uh, like, uhm").	The vocal quality of the presentation is directly related to lack of preparation.	Portions of the audience are unable to hear or understand.	Portions of the audience have to strain to hear or understand	The speaker is generally easy to hear and understand.	The speaker achieves both elements.

Delivery Techniques: Speaker 1) makes effective use of eye contact and 2) effectively uses gestures and other non-verbal communication techniques.	The delivery quality of the presentation is directly related to lack of preparation.	The speaker struggles with eye contact and non-verbal techniques.	The speaker struggles with eye contact or non-verbal techniques.	The speaker makes good eye contact, and other non-verbal techniques don't create a negative impact	The speaker makes good eye contact, and other non-verbal techniques contribute to the effectiveness of the presentation
ADDITIONAL FACTORS					
Use of Language - the audience benefits by words and phrases.	The level or choice of words indicates little or no audience analysis as part of preparation.	The level or choice of words is inappropriate for the audience.	The speaker occasionally uses words or terms that are unclear to the audience.	The speaker's language is clear and appropriate for the presentation.	The speaker uses language - including stylistic devices - that contribute to the retention and receptivity.
Timing - the speech falls within time range	The speech is 2 or more minutes too short or too long.	The speech was more than 30 seconds too short or long.	The speech was between 15 - 30 seconds too short or long.	The speech up to 15 seconds too short or long.	The speech is within range.
Audio Visual - the presenter effectively utilizes visual aids.	There is no AV.	There are significant problems in the selection or presentation of visuals	There are minor problems in the selection or presentation of visuals.	Visual aids are well chosen and well presented.	The visual aids are both well chosen and well integrated into the overall speech.

Resources

Book - Your textbook has examples of outline templates that you may refer to that can help you.

Class Website - In the Resources tab of the class website you will find resources for planning, MLA and other helps for planning and preparing for your presentation.

Extra Credit - You can receive extra credit for using campus resources - such as the library - for your presentation.