Communication Studies 103: Presentational Speaking in the Organization

Group Presentation (Speech to Identify) – Assignment Specifics

**Purpose:** The group presentation serves two purposes:
1. Group presentations OUTSIDE of the academic world are more common than you might think. Though you surely do not, you *should* appreciate this chance to practice working on a presentation as a team.
2. You will be able to use the information you learn in preparing these presentations (and listening to them!) for creating better adapted presentations later in the semester.

**Content:** As defined by Witt and Featherling in your anthology, those who give Speeches to Identify “tell their listeners (or remind them when they seem to have forgotten) who they are – what binds them together, what makes them unique, what sets them apart from others” (Foss-Snowden, 2009, p. 117).

For this assignment, you and your team must flex your creative muscles. Imagine that your classmates are the members of an organization (the nature of the organization is up to you), and your team has been asked to give a keynote presentation to this organization’s annual conference. Your presentation is a Speech to Identify.

There are two main tasks you must accomplish in your presentation:

1. **You must let us know who YOU are.** What kind of team are you? Why were YOU chosen to deliver this presentation to US? What are your qualifications? If someone in the group has relevant expertise, flaunt it!

2. **You must let us know who WE are.** You already know a great deal about your audience. You know they are connected to Sac State, so perhaps the focus of your talk will be about their Hornet identity. You know they currently live in Northern California, and most of them live in Sacramento, so perhaps the focus of your talk will be about how our identity is connected to state government. You know that we are all alive in 2009, so perhaps your team will choose to focus on our identity as participants in the electronic revolution or those experiencing an economic recession. Maybe you’d like to focus on your section’s identity! It’s up to you!

Again, we are looking for creativity AND authenticity. Base as much of your presentation as possible on reality (it will make for a more engaging speech). We are also hoping to see recency (current sources and topics will be appreciated) and innovation. You should think broadly in how you determine your *business* focus (topics about for-profit groups and not-for-profit groups, management of people or organizations, economics, legislation that affects business, and more are all acceptable). If you are not sure if your topic or focus is appropriate, just ask!

Your team should use the questions listed on page 118 of the anthology to guide your creation of your presentation, but it would be a mistake to simply assign one question to each group member, and leave it at that. You have individual responsibility here *as well as* group responsibility. If the presentation does not feel cohesive, your score will suffer.

As a group, you should create a list of possible topics. You should have as many topics as there are members of your group, plus one. So, if your group has four members, you should create a list of five topics. Then, your group will choose one of the topics from your list and create the presentation. One member of the group should submit to your GA your list of topics by the due date listed in the syllabus.
Managers: On the day you sign up for presentation times, your GA will ask for volunteers to serve as team managers. The team manager has no added responsibilities, other than creating at least one initial idea for the presentation and agreeing to be the group’s contact person. On sign-up day, these volunteers will be asked to deliver an impromptu speech in response to the following question: What kind of team would you like to build, and why should your classmates want to work with you?

As an incentive for the team managers, this round of impromptu speeches will represent the most warning about impromptu topics you will receive this semester. In every other impromptu scenario, you will know your topic no more than a few minutes before you must speak on it. Here, you will have a good amount of time to prepare your remarks, making the speech less “impromptu” in nature.

After these impromptu speeches have concluded, each person in the class will submit to the GA her/his three top choices for team assignments. Everyone must join a team. The GA will collect this information and create teams based on these preference lists. The GA will notify each team manager about her/his group members, and conduct speech sign-ups electronically.

Outline: You will be required to submit two outlines on the day of your presentation:
1. You should submit an outline of your individual segment of the presentation, which will demonstrate your individual preparation.
2. You should submit one combined outline of the presentation as a whole, to demonstrate that you have prepared for the presentation as a group.

Evaluation: You will be graded individually for this assignment, but some parts of your individual grade depend on group consistency (such as the overall time and the equality of speaking times). Remember, one of the purposes of this assignment is to give you some practice at working with others towards a common goal.

Your grade will be based on the following components:
1. Outline: How well do you use your outline? Is the outline prepared in a logical and helpful manner?
2. Content: Is your topic recent? Do you establish your topic’s importance to your audience? Does your presentation follow the basics of organization? Are the transitions between speakers smooth? Does your presentation demonstrate that your group researched the topic thoroughly, and do you cite reputable sources? 
3. Delivery: Do all presenters follow the basics of delivery? Do all group members speak in equal portions? Do the group members speak to the audience, and not each other?

Important: This speech should be 3 – 4 minutes times the number of people in your group. In other words, if there are three people in your group, your entire presentation should be between nine and twelve minutes in length. If there are four people in the group, your window is 12 – 16 minutes. Five people and 20 minutes is your maximum. There will be no formal time penalties for this presentation, but if you go over the time limit, you should be prepared to have your GA stop you.