

Speech #1 and Speech #2 Assignments

PLEASE NOTE THE FOLLOWING:

1. Read this assignment in advance and seek help or clarification immediately. **Please note:** If you e-mail a question regarding how to complete an assignment, the day before it is due, it is unlikely you will receive a timely response.
2. Be prepared and start working on your speech as soon as it is assigned. “A standard rule of thumb is that each minute of speaking time requires one to two hours of preparation time—perhaps more, depending on the amount of research needed for the speech” (Lucas, 2009, p. 12).

Purpose of the Assignment: Utilize research skills as well as information and resources in Unit 3 to design, prepare and deliver an extemporaneous speech of **4-5 minutes** on the business topic of your choice. You will need to use at least one visual aid and can choose either an:

- **Informative Speech:** Explain or describe facts and information in an objective manner with the ultimate goal of educating listeners (conveying knowledge and understanding).
- **Persuasive Speech:** Persuade members of the audience to make a decision, to change their minds or encourage them to take action.

DIRECTIONS & REQUIREMENTS:

1. For Speech # 1 and Speech #2, **please note the following:**
 - **Speech #1:** Extemporaneous Speech Video and Preparation Outline on the business topic of your choice.
 - **Speech #2:** Re-do Speech #1 Video and Preparation Outline. Use feedback on Speech #1 outline and *Speech Evaluation* form to make significant improvements on Speech #2 assignment.
2. Use the information and resources provided in Unit 3 to help you. **Please note:** If you choose not to use the resources and information provided with this assignment, you choose to lower your grade significantly.
3. **Organization and Research:**
 - **STRUCTURE:** Use an Introduction, Body and Conclusion format.
 - **COMPLETE A PREPARATION OUTLINE:** 2 pages (No more/no less and refer to the Student Model posted with the assignment as an example), typed single-spaced with all components written in complete sentences. **Please note:** Use and precisely follow the Sample Preparation Outline Guide provided on page 5 of this assignment.
 - **THESIS AND MAIN POINTS:** Use a clear, concise and informative Thesis. Main Points (as well as Subpoints and Sub-subpoints) should be obvious, informative, written in complete sentences and support your Thesis. Speeches should have at least 3 but no more than 5 Main Points.
 - **RESEARCH AND CITED SOURCES:**
 - You must cite at least 3 current and credible sources in the Body of your speech to support Main Points. You may not cite yourself or an interviewee.
 - Research must be in-depth yet concise.
 - Sources may include, but are not limited to: academic journal articles, newspapers, books and/or legitimate magazines. You must use a variety of sources this means, your citations cannot be from the same source or the same type of source (e.g. use both print and online sources) **You may not use blog sites, dictionaries, online encyclopedias, Wikipedia, Ask.com, e-How or any of the like.**
 - Outline must include a References page in correct APA format.
 - **Very Important:**
 - **Cite sources verbally in your speech** by saying either the author’s name or the author’s name and the name of the source. For example, “*According to Time magazine, 20 percent of people are in favor of increasing taxes,*” OR, “*As stated by Maria Hanson in the Spring 2003 issue of Business Quarterly...*”
 - **Cite sources in your Preparation Outline** by putting the source name, publication date and page number in parenthesis after the information you retrieved from that source. For example and in the case of a direct citation/quote, (Lucas, 2009, p. 8). **Do not** use Footnotes for the Preparation Outline.

4. Preparation and delivery of your speech:

- Remember: Proper preparation and organization will help ease speaking apprehension.
- Practice, practice, practice your speech! Practice in front of a mirror and in front of family and friends. Do not begin practicing the day before your speech, as a passing grade is unlikely. Do not read or memorize your speech rather, practice until you can deliver it conversationally. Practice includes all items listed on the *Speech Evaluation* form: Introduction, Body, Conclusion, Delivery and Misc.
- Make as much eye contact as possible.
- Speeches should be delivered extemporaneously and conversationally using either your Speaking Outline or brief notes (of the Main Points you plan to cover) written on index cards. You are not to memorize information or read your outline or note cards (points will be deducted if you do).
- Time your speech to be sure you meet requirements: Do not go under or over 4-5 minutes. Adhere to the allocated time frame, as one point per minute will be deducted if the speech is under or over the 4-5 minute time frame.

5. Selecting a topic: Choose a business topic that is useful, interesting and relative to your audience. Be creative and positive. To help you think of a topic, provided below are *possible* ideas for you to consider:

- Creative team building methods and their importance in productivity in the workplace.
- Benefits of performance-related pay or Employee communications methods /tools and their effectiveness.
- A comparative report on a product/program or a leadership/management trend that interests you.
- How to develop an apprenticeship program or how to implement workers' ideas.
- Unique manufacturing methods that reduce production costs.
- Persuade management to initiate a sustainability program or casual dress code at your organization.

6. Evaluation of Performance (Grading): The grade assigned will reflect perceived effort in relation to assignment requirements, preparation and grading criteria. **Please note the following:**

- Review the *Speech Evaluation* form (posted with this assignment) while you are preparing and practicing your speech and ask yourself “*Have I successfully met all of the requirements for this assignment?*”

Contact The University Speaking Center (face-to-face and online consultations are available):

- For additional assistance and resources to aid in writing your outline and delivering your speech.
- If English is your second language, you are encouraged to seek this assistance.

Reminders:

- Follow directions carefully, pay attention to detail when completing your assignment and submit your work as requested. Points will be deducted if you do not fulfill assignment requirements.
- See page 3 of the Syllabus, to ensure successful posting of your Canvas assignment. Submit assignments in advance of the designated due date/time to allow for any unforeseeable technical difficulties preventing a timely and successful submission
- To ensure fairness to all students, late work will not be accepted. If not submitted by the designated due date/time, you will receive an automatic zero for the assignment. Additionally, I do not take excuses or accept documentation of any kind, so please do not ask for an exception.
- Grades are not “given,” they are “earned” based on your demonstrated performance. As in the business world, you are evaluated on your performance, not on effort. Therefore, as a performance-based course, you are graded on your performance activities, not on effort. Remember, the key to excellence is practice!
- **Plagiarism and or Cheating:** Will not be tolerated. Adhere to the UNCG Academic Integrity (AI) Policy that can be found online at <http://academicintegrity.uncg.edu>. Written work will be submitted as a Turnitin assignment in Canvas unless otherwise instructed. Turnitin is a plagiarism prevention service which checks for unoriginal content in student papers - this includes work submitted by ANY current or previous MGT/MKT 309 students as well as online resources such as websites, etc. Understand the following: Turnitin meticulously examines all of the text in your document and can trace any websites you visited and information you have referenced/included. Additionally, Turnitin provides the instructor with a detailed report (of any unoriginal content) that can be used as documentation for an AI violation. **Please note:** Any violation of the AI Policy, such as an occurrence of plagiarism, could result in failure of the course. Be advised:
 - An occurrence can equate to plagiarizing just one sentence from a consulted source. Do your own work!

- I need only to suspect plagiarism and or cheating has occurred in order to begin the investigative, formal process as outlined in the AI Policy.
- If found guilty of an AI violation, this will remain on your record for life and will negatively impact admissions into future academic programs as well as employment opportunities.

REQUIREMENTS FOR SPEECH #1: Read and follow these instructions:

WHAT TO SUBMIT:

1. **PREPARATION OUTLINE:** 2 pages typed, complete sentences and single-spaced and include a References Page (with all sources cited in correct APA format) submitted in Canvas by the designated date and time using the appropriate assignment link(s) provided in the Speaking module.
 - **Be advised of the following:**
 - Assignment links will not be available after the designated due date/time.
 - Save the assignment as a Word file and follow this specific document naming convention: FirstNameLastNameAssignmentName.doc. For example: SallySmithResume.doc
2. **YOUR SPEECH VIDEO:**
 - **Be advised: To receive proper credit for your assignment(s):**
 - **Upload your video to YouTube using the information provided in the document *YouTube & Video Tips* posted with this assignment.**
 - **Be sure to grant me viewing privileges to your video.**
 - **Check to ensure the link opens properly and watch the video to confirm you have fully recorded your entire speech.**
 - **After carefully checking the link and watching your speech video, send an e-mail to me by the designated day and time with the link to your video.**
 - Additionally, be sure to:
 - Review the *Speech Evaluation* form (posted with this assignment) while you are preparing and practicing Speech #1, and ask yourself “*Have I successfully met all of the requirements for this assignment?*”
 - Use your Visual Aid.
 - Dress to Impress!
 - Utilize either a Speaking Outline or note cards to aid you in delivering your speech.
 - Cite sources in your speech as explained on page one of the assignment.

BE CONFIDENT, BE POSITIVE AND BE SUCCESSFUL! YOU CAN DO IT!

REQUIREMENTS FOR SPEECH #2: Read and follow these instructions:

Please note: Be sure you have thoughtfully applied feedback provided on Speech #1 Outline and *Speech Evaluation* form to show significant improvements on Speech #2.

WHAT TO SUBMIT:

1. **REVISED PREPARATION OUTLINE:** 2 pages typed, complete sentences and single-spaced and include a References Page (with all sources cited in correct APA format) submitted in Canvas by the designated date and time using the appropriate assignment link(s) provided in the Speaking module.
 - **Be advised of the following:**
 - Assignment links will not be available after the designated due date/time.
 - Save the assignment as a Word file and follow this specific document naming convention: FirstNameLastNameAssignmentName.doc. For example: SallySmithResume.doc
2. **IMPROVED SPEECH VIDEO:**
 - **Be advised: To receive proper credit for your assignment(s):**
 - **Upload your video to YouTube using the information provided in the document *YouTube & Video Tips* posted with this assignment.**
 - **Be sure to grant me viewing privileges to your video.**

- **Check to ensure the link opens properly and watch the video to confirm you have fully recorded your entire speech.**
- **After carefully checking the link and watching your speech video, send an e-mail to me by the designated day and time with the link to your video.**
- Additionally, be sure to:
 - Review the *Speech Evaluation* form (posted with this assignment) while you are preparing and practicing Speech #1, and ask yourself “*Have I successfully met all of the requirements for this assignment?*”
 - Use your Visual Aid.
 - Dress to Impress!
 - Utilize either a Speaking Outline or note cards to aid you in delivering your speech.
 - Cite sources in your speech as explained on page one of the assignment.

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PLEASE NOTE THE FOLLOWING:

- The Sample Preparation Outline Guide is provided on page 5. Use and precisely follow this sample.
- Refer to Student Model posted with the assignment as an example of a Preparation Outline.

SAMPLE PREPARATION OUTLINE GUIDE

This is the format of the outline you will turn with your speech. For illustration purposes, this guide has three Main Points in the Body of the speech. In your speech, the number and organization of Main Points, Subpoints and Sub-subpoints will vary depending on the topic and purpose of the speech. However, the components needed in the outline —Title, Purpose Statement, Thesis, Introduction, Transitions, Body and Conclusion— will remain the same.

Please note: *In your outline, be sure to label each component listed below (including all Transitions). Following this outline precisely and writing out all components will help ensure you say these components in your speech. Additionally, be sure to cite sources correctly in outline as explained in the assignment.*

YOUR NAME: Type your full name here: I have abided by the UNCG *Academic Integrity Policy* on this assignment.

TITLE OF SPEECH:

PURPOSE STATEMENT: (Reference textbook 495)

THESIS:

INTRODUCTION (Additionally, and in complete sentences, write out all components of the INTRODUCTION: A-Transition)

- A. State name & gain attention/interest of audience
- B. State Purpose & Thesis
- C. Credibility Statement (clear & persuasive)
- D. Preview Main Points of speech

Transition to Main Point I:

BODY (Additionally, and in complete sentences, write out all components of the BODY)

Main Point I *(All Main Points should be obvious, informative, written in complete sentences and support your Thesis)*

- A. Subpoint *(All Sub, sub-subpoints, etc., should be obvious, informative, written in complete sentences and support your Thesis)*
 1. Sub-subpoint
 - a. Sub-sub-subpoint
 2. Sub-subpoint
- B. Subpoint

Transition to Main Point II:

Main Point II

- A. Subpoint
- B. Subpoint
 1. Sub-subpoint
 2. Sub-subpoint
 - a. Sub-sub-subpoint
 - b. Sub-sub-subpoint

Transition to Main Point III:

Main Point III

- A. Subpoint
 1. Sub-subpoint
 2. Sub-subpoint
- B. Subpoint
 1. Sub-subpoint
 2. Sub-subpoint
 3. Sub-subpoint
- C. Subpoint

CONCLUSION (Additionally, and in complete sentences, write out all components of the CONCLUSION: Transition -D)

Transition to Conclusion & Inform speech is ending:

- A. Summary of Main Points
- B. Restate Purpose & Thesis
- C. Closing statement: Thoughtful & insightful
- D. Invite questions: Open floor to Q & A