

A5 Individual Reflection on Presentation Performance (20%)

Due: 11 pm on 15 January.

Length: maximum 3 pages.

Submit as a PDF

This assignment requires you to write a critical appraisal of the two persuasive presentations you have given in this course – A2 individual and A4 team – and to assess your overall presentation performance.

The assignment thus has 3 parts:

1. Critical appraisal of your A2 individual presentation
2. Critical appraisal of your A4 team presentation
3. You as a presenter: an overall assessment of your Business Communication course presentation performance.

Use the comments and written feedback you received from the lecturer and fellow classmates, together with the theories of communication dealt with in this course, to help you carry out a rigorous analysis.

Part 1: Critical appraisal of your A2 individual presentation

- To what extent was your presentation persuasive? Discuss 3-5 points.
- What areas could you have done better in terms of persuasion? Discuss 3-5 points.

Part 2: Critical appraisal of your A4 team presentation

- What aspects of your team's presentation made the presentation persuasive? Discuss 3-5 points.
- In what ways could it have been more persuasive? Discuss 3-5 points.
- How did what you learnt from the A2 individual presentation affect the way you planned and delivered the A4 team presentation?

Part 3: You as a presenter: an overall assessment of your Business Communication course presentation performance

- What seem to be your strengths as a presenter?
- What areas do you feel you still need to develop?

All three parts (A,B & C) of the appraisal should cover:

Communication strategy

Audience analysis (Input 1)
Choice of content and structure (Input 1)
Argument: claims & evidence (Input 2)
Benefits (Input 2)

Presentation delivery

Introduction and conclusion (Input 4)
Slide design (Input 4)
Nonverbal communication (Input 4)
Language (Input 4)