

## Assignment 4: Persuasive team presentation (15%) & critical appraisal (10%)

### Persuasive team presentation (Group / 15%)

The purpose of the presentation is to **argue one side of a business issue**. You can freely choose the topic, but you should check it with the lecturer. Below is a **list of example topics** to help you. You don't need to choose one of these – they are simply meant to give you an idea of the kind of subject that you can choose.

1. Women make better managers.
2. CEOs and top managers are overpaid.
3. Monetary rewards are the most important motivator at work.
4. Sport has become far too commercial.
5. Higher education should be free.
6. Corporate social responsibility (CSR) is good for business.
7. Outsourcing often results in poorer service.
8. Entrepreneurship can't be learned.

### Procedure

**STEP 1:** Read about presentations: Munter, chapters V-VII.

**STEP 2:** Prepare your **strategy outline** which includes:

- Presentation topic
- Message objective: What do you want your audience to think, feel or do as a result of your message?
- Audience analysis: Composition? Knowledge? Attitude? How can you persuade them?
- Credibility: What is your initial credibility as a communicator in the situation you have chosen for your presentation? How will you endeavour to enhance your credibility?
- Content and structure: How will you organise your ideas? Direct or indirect? Can you use any of the organisational patterns provided?
- What evidence will you provide to support your position?
- What audience benefits will you focus on?

Please bring **two copies** of this strategy outline along to class in Session 6.

**STEP 3:** Prepare your slide set

**STEP 4:** Give 15 minute presentations: spoken and written feedback from lecturer and peers

**STEP 5:** View the video with your team members and **on your own** write a critical evaluation.

### **Critical appraisal (Individual / 10%)**

**DUE:** Upload your evaluation to MyCourses by **19 October**

View you presentation with your group and then **on your own** write a 1- page critical appraisal of your presentation. What aspects of your presentation were successful, and what do you think could have been better? Your report should comment on both your communication strategy and the presentation delivery.

Use the comments and written feedback you received from the class to help you analyse your performance. Also, link your assessment to theories of communication dealt with on this course (Munter). Your appraisal should cover:

#### **Communication strategy**

What were the most important audience considerations in your presentation? What was the specific objective of your presentation? How did these issues affect your choice of content and structure? How successful was your strategy?

Comment on audience analysis; specific objective; choice of content; structure and argument

#### **Presentation delivery**

What aspects of your presentation were successful? What could have been better?

Comment on: the introduction and conclusion; your PowerPoint slides; nonverbal communication (body movement, gestures, facial expression); language; Q & A session (if appropriate)

Your discussion should cover the overall presentation, as well as your own performance.

## **Grading criteria: presentation**

### **Grade 5:**

The presentation was highly convincing: claims were supported by compelling evidence.

The structure of the presentation consisted of three discernible parts: an opening with a strong attention- grabber, a body with a crystal-clear structure, and a conclusion with a well justified call to action. The slides were appropriate in number, well developed, and visually oriented (at least half of the slides were visual visuals). All the text slides were in line with the 666 rule.

The language used was expressive and professional. Non-verbal language highlighted and supported the arguments throughout the presentation.

### **Grade 4:**

The presentation was very persuasive: claims were always supported by suitable evidence.

The structure of the presentation consisted of three discernible parts: an opening, a body and a conclusion with a call to action. The presentation was relatively well signposted to help the listeners follow it.

The slides were appropriate in number, well developed, and visually oriented (at least half of the slides were visual visuals). The text slides were mostly in line with the 666 rule.

The language used was expressive and mostly professional with only minor issues with style, tone or the expressions that were used. Non-verbal language supported and highlighted the arguments to some extent, but it could have been more expressive.

### **Grade 3:**

The presentation was more informative than persuasive. More evidence should have been used to support the stand on the issue. Audience benefits could have been more clearly highlighted.

The presentation was clearly structured, consisting of three discernible parts: an opening, a body and a conclusion with a call to action. However, signposting could have been clearer to help the audience follow the presentation.

The slides were appropriate in number, rather good, and visually oriented (approximately half of the slides were visual visuals). The text slides were mostly in line with the 666 rule.

The language used was mostly professional, but there were some issues with style,

tone or the expressions that were used. Non-verbal language did not support the message as well as it could have.

### **Grading criteria: Personal evaluation**

**Grade 5:** The appraisal provides a rigorous and highly insightful analysis of the presentation making extensive use of relevant communication theory. The appraisal states both personal and team goals for the presentation. It provides a detailed analytical account of how the student thinks s/he managed to reach both the team's and her/his own objectives, and those areas where there would still be room for improvement. The appraisal demonstrates an ability to effectively use the macro- and micro-writing tools learned during the course.

**Grade 4:** The appraisal provides a fairly comprehensive analysis of the presentation (s) drawing on relevant communication theory. The appraisal states the student's personal goals for the presentation. It lists but does not necessarily discuss in detail both those areas where the student thinks s/he managed to reach

her/his objectives, and those areas where there would still be room for improvement. The appraisal demonstrates a good knowledge of the macro- and micro-writing tools learned during the course.

**Grade 3:** The appraisal provides a general analysis of the presentation (s) with some references to communication theory. The appraisal lists those areas that the student thinks were strong, as well as areas where there would still be room for improvement. It demonstrates that the student has a basic understanding of the macro- and micro-writing tools learned during the course, but these tools could have been exploited more effectively to increase reader-friendliness.

*Mike Baker, Christa Uusi-Rauva, Taija Townsend*