**GE:105 PURPOSIVE COMMUNICATION**

**Lesson:** Communication for General Purposes

**Title of the Activity**: How-to Speech Delivery Using Mobile Tiktok Platform (Prepared Speech: Extemporaneous/Memorized)

**General Theme**: Explaining a process

**Assessment Type**: Performance-based Assessment using GRASPS Model

1. **GOAL**

This activity is designed for you, 1st year students, who are taking GE-105: Purposive Communication. The aim of this course is to develop your communicative and cultural competence by providing you with opportunities to communicate effectively and appropriately before a multicultural audience in a local and global set-up using multimodal platforms. This is supported by the course outcome *Effective Communicator* which aims to produce students who can present ideas effectively and persuasively through oral productions using the English language.

In Module 4: Communication for General Purposes, you are tasked to deliver a speech using a method of speech delivery in a tech-based communication platform. It is within this task that the following objectives are hoped to achieve:

1. write a speech script on a how-to-do topic related to ICT; and
2. deliver a prepared how-to-do speech using the Tiktok mobile application.
3. **ROLE**

You will assume the role of a content creator. Part of your role is to write a speech on a how-to-do topic (*explaining process*) in ICT and deliver it using the Tiktok mobile application.

1. **AUDIENCE**

The expected audience are the Tiktok users in the Philippines and abroad.

1. **SITUATION**

The following are the specific instructions in preparation for your Tiktok video presentation.

* 1. Identify and research your how-to-do topic related to ICT.
  2. Write a draft of your 2-minute how-to speech. Apply the principles of writing the introduction, the body, and the conclusion using the grammar foci: **imperative sentences** and **discourse markers**.
  3. Revise and edit your script based on the comments/feedback of your teacher and classmates.
  4. Record your speech using the Tiktok application.
  5. Add visual elements (graphics, images) to your recorded video.
  6. Edit your Tiktok video for technical formatting and styling.
  7. Publish your video on Tiktok using and applying multimodal elements.

1. **PRODUCT/PERFORMANCE**

To make your Tiktok video presentation successful, you must prepare the following:

1. Script. The script will be encoded following these specifications:
   1. Paper: A4
   2. Font style: Times New Roman
   3. Font size: 12
   4. Spacing: Single
2. Rehearse your speech, following the principles of verbal and non-verbal communication.
3. **STANDARD**

Your performance will be rated using the rubric below.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Indicators** | **Competent (10-8)** | **Approaching Competence (7-5)** | **Developing**  **(4-3)** | **Needs more work (2-1)** |
| **Content** | The content is related to the theme. | The content is somewhat related to the theme. | The content is seen to be less to not relevant to the theme. | The content is seen to be less to not relevant to the theme. |
| **Language use** | Language used is generally socially and culturally appropriate. | Language used is somewhat socially and culturally appropriate. | Most to all of the words used are socially and culturally inappropriate. | All of the words used are socially and culturally inappropriate. |
| **Speech parts and technique**  **(Introduction, Body, conclusion)** | The content is delivered with complete parts using effective techniques. | The content is delivered with at least 1 missing part and 1 of the techniques are not effective. | The content is delivered with at least 2 missing parts and 2 of the techniques are not appropriate. | The content is delivered with unorganized parts and ineffective techniques. |
| **Execution of non-verbal cues** | The speaker follows the non-verbal cues effectively and appropriately. | Some (7/10) of the non-verbal cues are ineffective and inappropriate. | Most (4/10) of the non-verbal cues are ineffective and inappropriate. | Little to no non-verbal cues are executed effectively and appropriately. |
| **Technical quality of Tiktok video** | Outstanding multimodal Tiktok video quality | Good multimodal Tiktok video quality | Fair multimodal Tiktok video quality | Poor multimodal Tiktok video quality |
| *Mean* |  |  |  |  |
| *Total* |  |  |  |  |

Name: King Francis P. Lomuntad Schedule:

Program/Year/Section: BSIT 2ND YR (AI-2-3) Date:

Subject: GE-105: Purposive Communication

Instructor: Asst. Prof. Robertgie L. Piañar

**AUDIENCE ANALYSIS**

1. **Demographic Analysis**

|  |  |
| --- | --- |
| **Demographics** | **Descriptions** |
| Age | **No Age Limit** |
| Gender | **Male/Female** |
| Religion | **None** |
| Race/ethnicity | **Any Race/ethnicity** |
| Cultural background (e.g., language, cultural beliefs and practices) | **Any Cultural Background** |

1. **Situation Audience Analysis**

|  |  |
| --- | --- |
| **Demographics** | **Descriptions** |
| Population | **No Limit** |
| Physical setting (e.g., size of the room) | **Large Room** |
| Audience’s interests/motivation | **None** |
| Occasion | **None** |

Name: Schedule: 9-10:30am

Program/Year/Section: Date:

Subject: GE-105: Purposive Communication

Instructor: Robertgie L. Piañar

**Title**

**Intro to ICT Studies: Everything You Need to Know in 2 Minutes!**

**Opening:**

**[Camera facing you]**

**Narrator: "Hey everyone! If you’re thinking about studying ICT or just want to know what it’s all about, this video’s for you! I’ll break down what ICT studies involve and give you a quick step-by-step guide on how to get started."**

**Step 1: Define ICT**

**[Graphics or text on screen: 'ICT - Information and Communication Technology']**

**Narrator: "So, ICT stands for Information and Communication Technology. It’s all about learning how we use technology to communicate, store, and analyze data. This field includes everything from coding and data management to cybersecurity and digital media."**

**Step 2: Choose Your Path**

**[Show some different pathways like 'Software Development', 'Network Security', 'Data Analytics', etc.]**

**Narrator: "First up, there are different paths within ICT. Do you want to learn how to build software, protect networks, or analyze data? Decide what interests you the most. This will help you choose the right courses and focus your studies."**

**Step 3: Pick Basic Courses**

**[Screen shows examples like 'Intro to Programming', 'Computer Systems', 'Basic Networking']**

**Narrator: "Next, start with basic courses. Look for classes like 'Intro to Programming' or 'Basic Networking.' These will give you a solid foundation in technology and help you understand the basics of how systems work."**

**Step 4: Practice Hands-On**

**[Show coding or setting up networks on screen]**

**Narrator: "ICT is all about practice. So, get hands-on! Try coding on free platforms like Codecademy or build your own mini-network with some low-cost hardware. You’ll learn more by doing."**

**Step 5: Stay Updated**

**[Text on screen: 'Stay updated with tech trends']**

**Narrator: "Technology changes fast, so it’s important to stay updated. Follow tech news, watch tutorials, or join online communities. Keeping up with the latest trends will help you stay competitive and build relevant skills."**

**Closing**

**[Back to camera facing you]**

**Narrator: "And that’s a quick intro to studying ICT! Start with the basics, practice as much as you can, and stay updated. Good luck, and happy learning!"**

**[End Scene]**