S3 - Analyse a presentation

* **Self-Evaluation Rubric**
* **Model Answers to Daniel Kraft’s Speech Analysis Assignment**
* *Compare your answer to the answers in this rubric.*
* *Self-evaluate your answers on a scale of 1-5.*
* *1 – I missed a lot of important insights*
* *5 – I exceeded expectations in this analysis*

**Your answers do not have to be identical to the answers in this rubric, but they should be similar.**

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| **Content** | | | **My score**  **1 - 5** |
| **No.** | **Question** | **Possible Answer** |  |
| **1** | Who is the speaker? Why do you find him credible? | He introduces himself as a medical doctor and a researcher at Stanford. His explanations are very clear, which makes him sound credible. | 3 |
| **2** | Who is the audience? What kind of language, evidence, or organization might they need to be convinced? | His audience is mixed. He needs to assume they don’t know much about his topic. He explains all medical terms and processes to make his topic easy to understand. | 4 |
| **3** | Consider the beginning of the speech. Does the speaker use a hook? Is it interesting? | Bringing a bag of bone marrow is supposed to get the audience's attention. Yes, it is engaging. | 3 |
| **4** | Is the key message of the speech easily identifiable? | Yes, but it comes a little late. He is arguing the benefits of the device he designed, but an earlier preview that his speech is about something making a difficult medical procedure easier would give us more context when we listen to the first half of his speech. | 3 |
| **5** | Describe the transitions the speaker uses. | **Questions, for example:**  “How do we harvest this bone marrow?” “So, why should you care?”  **Connecting previous statements with what is coming next, for example**:  “I am thinking this procedure did not change… so there is a better way to do this… so, we came with a new approach…” | **5** |
| **6** | How does he make the conclusion clear and memorable? | He explains how his device can save my life, and how it can help more people to survive cancer. He makes it real and personal. | 5 |
| **7** | Try if you can map this speech as a pyramid of arguments that logically follow from one to the other. (This will be challenging, but there is a definite content logic in this speech.) | **Main massage:** We have a new procedure that significantly improves bone marrow harvesting.  **Point one:** Old procedures were painful for the patient and difficult for the doctor – Bob’s story  **Point two:** We have a better tool and let me explain how it works.  **Point three:** Why should you care?  **Evidence:** He supports all three of his points with examples and demonstrations. | **4** |
| **8** | What techniques does the speaker use to captivate, engage, and persuade his audience? | Stories, demonstrations, props, videos, simulations, diagrams | 5 |
| **9** | What types of evidence does the speaker offer? Can you find examples of the speaker using logic (logos), emotion (pathos), or credibility (ethos) to persuade? | **Ethos:** I am…. a doctor…a researcher….  **Logos:** description of the old procedure, description of the new procedure  **Pathos:** How Bob feels after the old procedure. New procedure allows us to save more lives. | 4 |
| **10** | Do you find the speaker’s message convincing? Why or why not? | It is very clear. It uses interesting and relevant stories. It is well-organized and easy to follow. It makes a difficult topic accessible. | 5 |
| **11** | Think about your own presentation when you have to demonstrate your design, a product, or research results. What presentation elements used in this presentation could have helped you to better convince your listeners that they should pay attention to you and your project? | Using…. ……..  would let me ….. | 5 |
|  | **TOTAL POINTS *(55 points)*** |  | |