

Singapore Polytechnic
LCXX61: Narrative Thinking
Semester 2, AY 2021/2022

School of Architecture and the Built Environment
School of Business
School of Chemical and Life Sciences
School of Computing
School of Electrical and Electronic Engineering
School of Mechanical and Aeronautical Engineering
Media, Arts and Design School
Singapore Maritime Academy

CA2 – Telling Impactful Stories (50% weighting)
Individual Assessment (Weeks 16 & 17)

Assessment Brief

A. Objectives

This assessment evaluates your ability to:

1. Craft a narrative that is meaningful to you, and
2. Pitch the narrative to a specific audience.

B. Project Description

In CA2, you will apply what you have learnt to individually craft a narrative based on a real-life scenario in order to persuade your audience to a point of view or to undertake a course of action.

You will be given a **MAXIMUM** of **8 minutes** to make your pitch and answer questions at the end of your pitch. Before that, you will be given a maximum of 30 seconds to articulate your Purpose, Audience and Context clearly.

C. Instructions

Use the **CA2 Brainstorming Guide** in this brief to help you prepare for this assessment right from the start.

1. Selection of Scenario

Select **ONE** of three real-life scenarios given in this CA2 Assessment Brief that may be of relevance or importance to you, by Week 12. These scenarios are related to your personal, professional, academic and/or social lives.

Note: As your pitch will be delivered to your classmates, you are advised to consult your lecturer especially if you feel that your story may be too private and/or sensitive.

2. Crafting of Pitch: Draft 1

Start crafting your narrative and persuasive pitch in Week 13 using the **CA2 Script Template** in this CA2 Assessment Brief. Incorporate research into your narrative wherever possible, to make your pitch credible.

The script for your CA2 Pitch requires you to think about the following:

- What is the purpose, audience and context of my pitch?
- What key message(s) am I communicating through my narrative, and is my message supported by research?
- What pitching techniques can I use to make my narrative persuasive?

3. Pitch Practice: Draft 2

Bring the first draft of your CA2 pitch to class in Week 14 and present your draft pitch to your classmates. Get feedback to improve on your content and delivery, and start working on Draft 2.

4. Final Consultations

Finalise your CA2 pitch in Week 15. Brainstorm possible questions your classmates and/or lecturer may ask you during CA2.

Use the **CA2 Brainstorming Guide** and **CA2 Individual Assessment Rubric** to check that your final CA2 draft meets all the requirements.

5. Submission of Script for CA2 Pitch (Week 16)

Submit your CA2 script for your CA2 pitch to your lecturer with a list of references in Harvard Citation Style (soft copy), at the start of class in **Week 16**.

Note: The script will not be graded, but will serve as a guide for your preparation and presentation, and as a reference for your lecturer. Completing it will also count towards the **CA: My Learning and Contribution (20%)** mark.

6. CA2 Assessment (Weeks 16-17)

You should have been assigned a presentation slot for CA2, either in Week 16 or Week 17.

Before the start of your CA2 presentation, you are to:

- Give a brief introduction of your Purpose, Audience and Context in a maximum of 30 seconds

After that, you have **8 minutes** for your CA2 presentation (a **MAXIMUM** of **5 minutes** to pitch and **3 minutes** to answer questions). In your CA2 presentation, you are to:

- Present your pitch
- Answer questions from your lecturer and/or classmates

You may use props and/or PowerPoint slides in your pitch, if you think this will help the audience relate better to your story.

Note: As a member of the audience, each student is to ask at least **ONE** question during the Q & A sessions for CA2. This counts towards your **CA: My Learning and Contribution (20%)** mark.

D. Submission Requirements and Deadlines

Refer to the CA2 Schedule to guide your preparation for CA2.

CA2 SCHEDULE

Week 12	<ul style="list-style-type: none">• Read CA2 Brief: Telling Impactful Stories (50%)• Confirm with your lecturer the CA2 scenario you have chosen
Weeks 13-15	<ul style="list-style-type: none">• Prepare for CA2. Start working on and improving your drafts, and consult your lecturer on CA2 to make sure you are on track
Week 16	<ul style="list-style-type: none">• Submit your script for CA2 Telling Impactful Stories (<u>all students</u>)• CA2 Assessment
Week 17	<ul style="list-style-type: none">• CA2 Assessment

Oral Assessment

Makeup Test for Oral CA:

It is your responsibility to contact your lecturer should you miss the oral CA. You must have a **valid Leave of Absence (LOA)** from your school before a make-up assessment can be considered.

Penalties for Lateness:

Students are to be punctual for oral CA and/or presentation. Students will have **10 marks** deducted from their awarded marks if they arrive after the first presentation has started in the week of their scheduled assessment. It is the student's responsibility to contact the lecturer and team mates (if applicable) should the student miss the oral CA. Students must have a valid LOA from their respective schools before a make-up test is conducted. The make-up test must be completed latest within a week after the scheduled oral CA.

Plagiarism Warning

You are reminded that plagiarism is a serious offence. Plagiarism occurs when you take sentences or paragraphs or even the whole article written by another person and pass it off as your own work without acknowledging the author or the original source. This is actually

cheating and is a breach of examination rules that will not be condoned by the Polytechnic. Any student who cheats, attempts to cheat or breaches any examination rules will face disciplinary action. You are to cite all your sources in instances where you have used text, images, diagrams and other types of information from the Internet or other published sources. You should cite and paraphrase your sources to avoid plagiarism. Please refer to deck on plagiarism on BB for more details.

Students who knowingly assisted in the plagiarism will also be penalised. Hence, do not provide your work to any other student for any purpose whatsoever as you will be held accountable in the event that you have copied another person's work or allowed your work to be copied by another student.

Scenarios for CA2: Telling Impactful Stories

No	Scenarios
1	<p><u>Motivational/Inspirational Pitch</u></p> <p>You want to promote specific positive values, behaviours and/or attitudes among a wider audience (i.e. not just your classmates) for their personal development.</p> <p>Craft a pitch for this purpose.</p>
2	<p><u>Advocacy/Activism Pitch</u></p> <p>You want to promote a specific social/community issue/cause to a wider audience (i.e. not just your classmates). You believe your audience should be aware of it and/or take action for the benefit of society/the community.</p> <p>Craft a pitch for this purpose.</p>
3	<p><u>Professional/Academic Pitch</u></p> <p>You want to promote a specific product, service, course of study or career to a wider audience (i.e. not just your classmates). You believe your audience should utilise/purchase/invest in the product/service, or pursue the course of study/career.</p> <p>Craft a pitch for this purpose.</p>

CA2 – Telling Impactful Stories (50% weighting)

CA2 Brainstorming Guide

Use this checklist to help you craft your CA2 pitch.

Checklist	Tick (v)	Notes
1. Are you clear about the purpose, audience and context of your pitch?	<input type="checkbox"/> By Week 12	
2. Is your narrative organised in a clear framework, such as the following NAT Narrative Framework: <ul style="list-style-type: none"> What is the Trigger Event? What is the Transformation? What is the Life Lesson/Message? How will your audience benefit from your story? What is your Call to Action? 	<input type="checkbox"/> By Week 12	
3. Have you included credible information from research in your pitch? Do you have a list of references in <u>Harvard Citation Style</u> at the end of your CA2 script?	<input type="checkbox"/> <input type="checkbox"/> By Week 12	
4. Have you included impactful delivery skills to engage your audience?	<input type="checkbox"/> By Week 13	
5. Have you decided how you should dress to suit the nature of your pitch?	<input type="checkbox"/> By Week 13	
6. Have you rehearsed speaking persuasively and fluently, with consistent eye contact and suitable intonation?	<input type="checkbox"/> By Week 14	
7. Have you included effective signposting to guide your audience throughout your pitch?	<input type="checkbox"/> By Week 14	
8. Have you taken into consideration class feedback on your practice pitch?	<input type="checkbox"/> By Week 14	
9. Have you consulted your lecturer on your pitch draft?	<input type="checkbox"/> By Week 14	
10. Have you thought about what questions your audience may ask after your pitch, and how to answer them?	<input type="checkbox"/> By Week 15	

LCXX61: Narrative Thinking

CA2 – Telling Impactful Stories (50%) • Individual Assessment

Semester 2, AY2021/22

CA2 Script Template

Name:	Admin No.:	Module Class:
Scenario (check the relevant box):		
<input type="checkbox"/> Motivational/Inspirational Pitch	<input type="checkbox"/> Advocacy/Activism Pitch	<input type="checkbox"/> Professional/Academic Pitch
Pitch Title:		
Purpose: <ul style="list-style-type: none">• <i>Why do you want to give this particular pitch? Be as clear and persuasive as possible.</i>• <i>What do you hope to persuade your audience to do?</i>		
Audience: <ul style="list-style-type: none">• <i>Who does your pitch hope to persuade? Be as specific as possible, e.g. "A cohort of Secondary 4 graduating students from my alma mater"</i>		
Context: <ul style="list-style-type: none">• <i>What is the occasion?</i>• <i>Where is your pitch going to be held?</i>• <i>Who/What is the organiser/theme/topic of this talk?</i>		

1. Type your speech content in the space below. Ensure that you have applied the relevant narrative elements and impactful delivery skills to enhance your pitch. Refer to the CA2 Brief for further information on the pitch requirements.

Consider applying the NAT Narrative Framework to your impactful story. Refer to the CA2 Brainstorming Guide below for a detailed checklist, along with your CA2 rubric:

- *What is the Trigger Event?*
- *What is the Transformation?*
- *What is the Life Lesson/Message?*
- *How will your audience benefit from your story?*
- *What is your Call to Action?*

2. References for CA2 (in Harvard citation format)

List the research done for CA2 here.

Example:

Cheng, K., 2018. *S'pore to be worst hit by job displacement as tech disrupts region's labour markets: Study* [online]. Today Online. Available from: <https://www.todayonline.com/singapore/spore-be-worst-hit-job-displacement-skills-mismatch-tech-disrupts-regions-labour-markets> [Accessed 19 June 2019].

Semester 2, AY2021/22, CA2 – Telling Impactful Stories (50% weighting)
Individual Assessment Rubric

Ability to explain chosen CA2 scenario		Performance Bands	Component Weighting
1	Student shows ability to, by way of setting the context before pitching: <ul style="list-style-type: none"> Identify the audience and context appropriate to his/her scenario Explain clearly and persuasively, the purpose of his/her pitch 	A: 8 to 10 B: 7 to <8 C: 6 to <7 D: 5 to <6 F: 0 to <5	10 marks
Ability to craft and organise narrative effectively			
2	Student shows ability to: <ul style="list-style-type: none"> Weave key message(s) seamlessly into the narrative Communicate his/her story effectively through a narrative framework Provide evidence of research to support his/her narrative 	A: 24 to 30 B: 21 to <24 C: 18 to <21 D: 15 to <18 F: 0 to <15	30 marks
Ability to deliver a persuasive pitch			
3	Student shows ability to: <ul style="list-style-type: none"> Use impactful delivery skills to engage the audience in his/her chosen scenario Speak clearly and confidently using effective verbal and non-verbal cues and signposting 	A: 24 to 30 B: 21 to <24 C: 18 to <21 D: 15 to <18 F: 0 to <15	30 marks
Ability to respond to questions			
4	Student shows ability to: <ul style="list-style-type: none"> Respond to questions with relevant answers Handle questions with tact and respect for the person asking the question 	A: 24 to 30 B: 21 to <24 C: 18 to <21 D: 15 to <18 F: 0 to <15	30 marks
A= Almost Always; B = Usually; C = Sometimes; D = Seldom; F = Rarely/Never			Total: 100 marks