Public Communication

**Note:** The starting point for this project is **the main source you analyzed in Project 2**. Instead of analyzing the argument or narrative, now you write your own opinion piece based on the same topic.

# Unit 12: Opinion Piece

## Set the Foundations

### Identify Type

State whether you will be writing an Editorial, Op-ed, or Column

### State Issue, Thesis and Key Reasons

State the overarching, debatable question you are answering, your answer to that question (your central argument or thesis), and 2-3 key reasons (the “because” that explains why you believe your thesis is true).

Issue:

Thesis:

Reasons:

### List Sources

List 1-2 (or more) sources

**Note: These can be drawn from the sources you used for your Research-driven Critique Essay—but you are also free to use new sources.**

## Brainstorm Rhetorical Appeals

List logical, emotional, and ethical appeals you will use in your opinion piece:

## Write the Opinion Piece

### Outline

### Draft

Draft an opinion piece of about 400-500 words.

## Revise, Edit and Proofread

Copy and paste your draft from above. Leave it in its “rough” form above, and revise and edit the copy below. **This is what will be graded for the opinion piece part**.

# Unit 13: Digital Presentation

## Analyze a Digital Presentation (see eCentennial for details)

1.

2.

3.

4.

## Script Your Presentation

Turn your opinion piece you wrote above into a **200-300** word script--pare it down, shorten sentences, make it a “spoken” text. **Tip**: speak it out loud as you write, to make sure it “lifts off the page” well!

The script concludes the written part of the unit. You will also build, record and submit the presentation itself, using slideware.

**At the end of Unit 13:**

* Upload this completed file to Assessments/ Assignment/ Public Communication Folder.
* Post your **digital presentation** (mp4 by default) *and* **script** to the Discussion Board for the final Unit 14 peer review