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: Does social media ruin relationships?

Thesis: Excessive amounts of social media consumption exceed our natural limit for meaningful relationships, contributes to loneliness and a decline in well-being, and is it crucial to prioritize traditional face-to-face relationships to fight these effects.

Reasons:

Dunbar’s Number theory

Loneliness and reduced well-being

Non-verbal cues during face-to-face interactions

### 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.**

Yu, Y., Dykxhoorn, J., & Plackett, R. (2024). The impact of different types of social media use on the mental health of UK adults: Longitudinal Observational Study. *Journal of Medical Internet Research*, *26*. https://doi.org/10.2196/56950   
  
Stieger, S., Lewetz, D. & Willinger, D. Face-to-face more important than digital communication for mental health during the pandemic. *Sci Rep* 13, 8022 (2023). https://doi.org/10.1038/s41598-023-34957-4

## Brainstorm Rhetorical Appeals

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

Statistics on social media use and its effect on mental health

Emotional:

I have experienced social media overconsumption in my past romantic relationship, and it negatively impacted it by setting standards of living and gift-giving higher than that of the average person despite getting below average treatment.

Ethical:

It’s up to each individual to recognize the importance of cultivating relationships face-to-face as the potential individual and societal impacts lead to many feeling

## 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