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| **Assessment 2, Group Turn-it-in Submission, 5%** | | | | | |
| **Semester** | **:** | Fall | **Year** | **:** | 2021 |
| **Course Title** | **:** | Fundamentals of Speech Communication | | | |
| **Course Code** | **:** | COM114 | | | |
| **Instructor(s)** | **:** | Havva Aktas, Olena Kuziukova | | | |
| (Includes names of all instructors teaching this course) |
| **Submission Date**  **Exam Date** | **:**  **:** |  | | | |

**To be completed by the student**

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| --- | --- | --- | --- | --- | --- |
| **Student Name** | **:** |  | | | |
| **Student ID** | **:** |  | **Department** | **:** |  |
| **Major** | **:** |  | **Section** | **:** | **U2, Version A** |
| **Integrity Statement** | **:** | *“****I affirm that I will complete my assessment on my own. I will not receive any help or use any unlawful resources****.”* | | | |
| **Handwritten Integrity Statement**  **Signature** | **:**  **:** |  | | | |

**Grading Scheme**

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| **Question** | **Earned Points** | **Max. Points** | **Question** | **Earned Points** | **Max. Points** |
| **1 Video Analysis** |  | **100** |  |  |  |

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| **Total Earned Points** | **Total Available Points** | **Instructor Name** |
|  | 100 | Olena Kuziukova |

**Important Notes:**

* Any attempt at plagiarism or cheating will be reported. All ACM handbook academic misconduct rules will be applied.
* It is the responsibility of the student to submit this online assessment paper to the instructed online platform (Moodle, Turnitin) if applicable.

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| **Student Name** | **ID:** | **Score** |
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**Working in groups of 3, watch the video and answer the questions below applying the knowledge you have gained from chapters 1, 5, 12, and 15.**

https://www.youtube.com/watch?v=3\_QGj6gSPX8

**1a. What is the main idea of the speech? Was it encoded successfully? Why?**

The main idea in the speech is to teach or rather show us how to handle different emotions that occur in the daily activities of the day. The speech is successfully encoded since the message is clear. At the same time the speaker memorizes the speech without reading any text thus making it simple to be understood by the audience. The use of rainbow color forms mental images thus making the information clearly remembered.

**1b. What can be said about the contexts and the setting of the communication on the video? How do the contexts and the setting affect the communication encounter?**

The context of this speech is to teach people on the ways to handle emotion responses of human beings caused by different situations in the daily activities of the day. In this case the social context of the speech an affect communication in that, the relationship of the speaker and the audience will affect the way the speaker can talk. Moreover, the mood of the audience can affect speech delivery. Environmental factors like location, time and weather can also affect the speech delivery

**1c. In terms of the structure of the speech, what can be said about the introduction, organizational pattern and conclusion of the speech? Identify the hook and the clincher types.**

The speech is well organized. First the speaker introduces the main topic in the introduction part. He establishes the crucial contact with the audience. He goes ahead and explain the main idea in the body part and lastly he concludes by telling the audience the best approach to deal with emotions which he learnt in the law school. The hook is the first sentence in the speech.” I can recall vividly the high school teacher’’. Clincher is the last sentence and its appealing to the audience to look at goodness of something instead of focusing on the negative part of it.

**1d. Name and explain the nonverbal communication categories that were used effectively in this public speech (no less than 4). Provide detailed and specific examples.**

Facial expression is one of technique used to convey countless emotions without saying a word for example, happiness, sadness, fear and disgust. Secondly the use of gestures like point, wave and the use of hands while speaking. Thirdly, maintaining eye conduct with the audience is important as it communicate many things like interest, attraction or hostility. Lastly appropriate body movement like the way we sit, walk or stand communicate a lot during a conversation.

**1e. What can be said about the speech delivery style?**

The style in this case is memorized delivery since the speaker memorizes the speech without using notes or any card on the stage.

**1f. Reflect on the strong points of the speech and successful techniques that you will try to adopt when preparing and delivering your own public speech.**

Practicing and rehearsing all the equipment you plan to use when delivering the speech is very crucial. Another important point is to know the audience you presenting the speech to since it will make you choose on the words to use. Additionally, it is important to become familiar with the room you will deliver the speech by arriving earlier and start practicing. Another technique is to use appropriate hand gestures and body language to avoid confusing the audience. Also getting audience engagement for example asking them question is very necessary. Lastly it is important to outline and focus on the key point.

**Assessment Criteria**

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|  | **Effective**  **20** | **Satisfactory**  **15** | **Needs Improvement**  **10** |
| **Response to Prompt** | Presents a clearly focused main idea that addresses assigned topic. | Addresses the assigned topic, though the focus may shift. | Does not attempt to address assigned topic |
| **Analysis** | demonstrate significant understanding of the speech | demonstrate uneven or insufficient understanding of the speech | demonstrate little understanding of the speech |
| **Development & Details** | Achieves coherent development with many specific and relevant details and examples from the speech. | Has some development but lacks specific details from the speech; may be limited to a listing, repetitions or generalizations. | Demonstrates no development; lacks details or examples from the text or presents irrelevant information |
| **Organization** | Establishes a clear and logical organization. | Shows some evidence of an organizational plan | Contains no organization or ideas. |
| **Conventions** | Shows consistent use of appropriate sentence  structure and the conventions of English. | May demonstrate inconsistent use of appropriate sentence structure  and the conventions of English. | May exhibit no control of sentence structure  and the conventions of English. |
| Total: \_\_\_\_\_\_\_\_\_\_/100 | | | |