

Speaker Notes

Slide 1- Attention Getter:

Did you know that every year over 7.3 million pets enter an animal shelter somewhere in the US?

Listener Relevance Connection:

However, these pets can be saved from euthanization if more people were aware of their local animal shelters and went out to adopt them.

Speaker Credibility:

I have a pet cat of my own. He can be a bit rough sometimes, but he is an amazing companion.

Thesis Statement:

My service project will be focused on the Little Rock Animal Village, an animal shelter that focused on improving the lives of the animals along with educating the community.

Preview:

I will discuss what communication techniques that could be used to have a positive experience at the shelter, how it could positively impact the organization or a volunteer in a meaningful way, and how it can improve the community.

Slide 2- Transition:

Like I stated in my opening, I choose to explore service at the Little Rock Animal Village.

Listener Relevance Connection:

The animal shelter is right down the road from the UALR campus.

A. The mission of my organization, according to their about page, the Little Rock Animal Village emphasizes a few key ideas.

1. The construction of the village, its programs, promotions, and events were all put in place to serve the purposes of increasing adoptions of healthy well-adjusted animals.

2. This creates better lives for the animals in the community.

3. It also helps promote the public safety of the local community.

B. The animal shelter had various opportunities for the volunteers to participate in, either onsite or offsite.

1. Volunteers can foster the animals for a short length of time or help in the offsite adoption events.

2. Onsite volunteer opportunities can involve animal socialization, grooming and bathing the animals, cleaning the kennels, or general office work.

C. The volunteer opportunities help the organization achieve its mission through various ways.

1. These opportunities allow for the community to come see what happens in the shelter, and with the offsite adoption events and promotions, helps spread the awareness about the shelter.

2. The onsite volunteer opportunities also help educate people on how to take care of pets and what happens behind the scenes at a shelter.

Slide 3- Transition:

There are three communication concepts that could be used to support a positive service experience with this organization.

A. The first communication concept is civic engagement.

1. The definition of civic engagement is, “working to make a difference in our communities by improving the quality of life of community members; raising awareness about social, cultural, or political issues; or participating in a wide variety of political and nonpolitical processes.” (Publishing, 2021, p. 27)

2. An example of this would be an off-site adoption event that would feature some of the animals from the shelter, and members of the community would be able to come and interact with them and possibly adopt them.

3. My example illustrates the concept because the volunteers would be interacting with the community and spreading awareness about a social issue.

4. This would be a positive experience for the volunteers because they would be able to see a pet go to a loving home.

B. The second communication concept is convergence.

1. It is defined as “a person makes his or her community more like another person’s. People who are accommodating in their communication style are seen as more competent, which illustrates the benefits of communicative flexibility.” (Publishing, 2021, p. 155)

2. There can be multiple examples for this, such as someone that is from out of state that is moving into the community, someone that speaks another language, or maybe they are looking to own a pet for the first time.

3. The volunteer would accommodate to that person and help them interact and possibly adopt an animal. This will also help them feel more at ease if they have any hesitations or issues.

4. This would create a positive experience because the community member would see the shelter in a positive way.

C. The third communication concept is nonverbal communication.

1. Nonverbal communication is defined as “the process of generating meaning using behavior other than words.”(Publishing, 2021, p. 165)
2. A big example of this would be the interactions between the volunteers and the animals. Animals cannot talk, but their body language speaks for them.
3. We as humans must interpret this, through nonverbal means.
4. The experience of seeing an animal slowly open up to you as you care for it speaks more than words.

Transition:

Based on my research and reflection, I can use foundational communication principle and ethical implications to help improve my community.

A. One foundational communication principle I could use to improve my community would be that communication involves both verbal and nonverbal messages.

1. This is defined as “All behavior has symbolic potential. That includes the words we speak, as well as our vocal (tone of voice, pitch, rate) and non-vocal (pause, silence) nonverbal communication.” (Communications, 2021, p. 16)
2. I chose this principle because the volunteers can verbally and nonverbally spread awareness about the animal shelter and educate the community through promotions, advertising, and offsite events.
3. I can use this principle to improve my community by spreading awareness of the shelter through verbal and nonverbal means by advertising or offsite adoption events.

B. Another ethical implication I could use to improve my community would be that messages are adapted in different ways to achieve similar results.

1. This is defined as “There are many different ways to achieve a particular outcome. The symbolic nature of communication allows us a variety of approaches. As communicators we are able to adapt one message to connect with a variety of different people.” (Communications, 2021, p. 16)
2. I chose this implication because the awareness of the animal shelter in the community can be spread through various different mediums, such as the offsite adoption events, advertising, and by word of mouth.
3. I can use this implication to improve my community by spreading awareness of the animal shelter and educating them about how to take care of the animals.

Transition:

These communication principles can help improve the animal shelter, and the community as a whole.

Slide 4- Restate Thesis:

In this speech I talked about my research into the Little Rock Animal Village.

Summarize Main Points:

I learned about the various ways that communication can positively impact the volunteers and the organization, along with improving the community.

Clincher:

Whenever you can go out after the pandemic is over, visit a shelter, and who knows, maybe you might go back home with a new friend.