

COM 217 Notes

Josh Park

Summer 2024

Chapter 1

Introduction

Chapter 2

Presenting with Confidence

Chapter 3

Delivering with Skill

Chapter 4

Assessing the Speaking Situation

Chapter 5

Information Literacy

5.1 Introduction

Definition. According to the American Library Association, *information literacy* is the ability to locate, evaluate, and effectively use information to support your ideas

5.2 What is Fake News (and Why Is It Harmful?)

Definition. *Fake news* is “fabricated information that mimics news media content in form but not organizational process or intent.”

5.2.1 Seven types of Mis/Disinformation

1. Fabricated Content - 100% false, designed to be deceiving
2. Satire/Parody - Designed to be humorous, but may trick people as it is presented in a serious way
3. Misleading Content - Inaccurate information presented in a way to manipulate the truth
4. Imposter Content - Mimics trustworthy sources
5. False Connection - Headline doesn't match content of article, like clickbait
6. False Context - Real information is shared with false context
7. Manipulated Content - Real information is manipulated to deceive

5.2.2 Detecting Fake News/Misinformation

Confirmation bias in individuals can make it difficult to detect fake news. Some methods that can help are:

1. question everything you read, even if it seems true
2. validate the information (check credentials of writer/source)
3. use websites and software that can analyze the information
4. follow guidelines outlined in this chapter

5.3 Locating Supporting Material

Knowing when to use information to support your claims is an important part of information literacy. Audiences who are more skeptical will require more information from more trustworthy sources to be properly convinced of your claims.

5.3.1 Online Resources

Google Scholar

Google Scholar is a modified Google search engine that can access databases of academic articles across disciplines. It has articles, theses, books, court opinions, information from academic publishers, professional societies, online repositories, and universities. Google Scholar can be linked to university libraries to search databases provided by those institutions as well.

Organizational websites

Websites for organizations like the American Society for the Prevention of Cruelty to Animals will often host tons of information about not only their organization but their industry as a whole, and may also have recent news articles that are relevant to their cause.

Crowd Sourcing Platforms

Platforms like Reddit and StackExchange allow anyone to ask questions and answer them. The quality of information can vary per community, but users can typically vote on other people's posts and responses, which helps filter out lots of misinformation.

Blogs

Similarly to organizational websites, blogs can contain a wealth of information related to a certain topic or field, but are not put under very strict editorial pressures so the information may not be great quality.

Twitter and Other Social Media

Can be a good way to search what other people are talking about (by use of hashtags, etc) and to follow experts in certain fields, but sources are often not given and there is no editorial process that guarantees quality of information.

Online Newspapers and Magazines

Most traditional newspapers have rigorous editorial processes, so combined with the quick turnaround on publishing, they can be great sources for accurate, recent information relevant to current issues

News Aggregators

Good way to look at lots of news articles from a large variety of outlets, helpful for catching up on current events. Popular news aggregators include:

1. Science News
2. The Morning news
3. PopUrls
4. Flipboard
5. Google News
6. AP News

Databases

General databases can be accessed at almost any library and provides great access to a variety of useful materials. Popular databases include:

1. **Nexis Uni:** Provides full-text access to U.S. and international newspaper articles, information on 80 million companies, information on federal and state court cases, laws, regulations, European Union law, patents, tax law, and law review articles.
2. **Academic Search Complete:** Provides a large collection of full-text journals. It includes peer-reviewed full text for STEM research as well as for the social sciences and humanities.
3. **Academic Search Premier:** General academic index that indexes more than 8,200 magazines and scholarly journals from every academic discipline and provides some full-text access.
4. **NewsWires:** Provides near real-time access to top world-wide news from Associated Press, United Press International, PR Newswire, Xinhua, CNN Wire, and Business Wire.

5.3.2 Scholarly Peer Reviewed Articles

Academic journals go through a rigorous peer review process before being published. These articles are very trustworthy and contain a lot of great information directly from an expert in their field.

5.3.3 Books

Books are connected to publishers, who may have good or bad reputations and thus the trustworthiness of a book can often be connected to what company published it. Books also take a long time to write, edit, publish, and distribute, so information published may be obsolete by the time it reaches the reader.

5.3.4 Librarians

Librarians are experts on finding trustworthy information and can most likely help you find relevant materials to your topic more quickly than alone.

5.3.5 Interviews

Interviewing an expert in a field is a great way to quickly get quality information regarding a subject. An important thing to remember is to quote the expert accurately and avoid using their claims out of context.

5.4 Evaluating Supporting Material

5.4.1 Authority and Supporting Material

5.4.2 Subject Expertise

5.4.3 Societal Position

5.4.4 Special Experience

5.4.5 Other Considerations for Choosing Quality Sources

Consult Reliable Sources

Consider Primary and Secondary Sources

Verify Your Material from More Than One Source

Include a Global Perspective

Ensure the Currency of Your Information

Be Skeptical of Information

5.5 Types of Supporting Material

5.5.1 Statistics

Where to Find Statistics

Using Statistics Effectively

Why and How Was the Data Collected?

Has the Data Been Interpreted Correctly?

Correlation vs Causation

Report the Margin of Error

Report the Correct Central Tendency

Contextualize Your Statistics

Simplify Your Statistics

Use Statistics Strategically

5.5.2 Opinion Statements

Types of Opinion

Tips for Using Opinion Correctly

1. Provide Context for the Opinion
2. Make Sure the Person Is an Expert
3. Quoting vs. Paraphrasing

5.5.3 Examples

Brief Examples

Extended Examples

Tips for Using Examples Effectively

5.5.4 Images

Places for Finding Images or Graphics

Tips for Using Images Effectively

1. Make Sure the Content and Tone Are Appropriate
2. Ensure Ethical Use of Images
3. Ensure Images Are Authentic

5.6 Using Supporting Material Ethically

5.7 Providing Appropriate Citations

5.7.1 Oral Citations During the Presentation

Examples of proper citations

1. Spending on pet care has grown 60 percent from 1996 to 2012 according to a 2017 article appearing in the New York Times.
2. Cassia Denton, personal-training and group-exercises director for Balance Gym in Washington, was recently interviewed in January 2017 and said, “You should look for something that energizes you in a fitness routine.”
3. According to their website, the National Rifle Association was founded in 1871.
4. In Gary Taubes’ 2017 New York Times best seller, *The Case Against Sugar*, he claims that sugar is a “dietary trigger.”
5. “Apollo in 1969. Shuttle in 1981. Nothing in 2011. Our space program would look awesome to anyone living backwards thru time,” says, noted astrophysicist, Neil deGrasse Tyson.
6. In a 2019 study published in the journal *Current Biology*, they reported data that provides evidence for episodic memory in dogs.

Chapter 6

Presentation Preparation

Chapter 7

Narratives and Storytelling

Chapter 8

Informative Presentations

Chapter 9

Visual Communication

Chapter 10

The Persuasive Process

Chapter 11

Persauasive Speaking

Chapter 12

Virtual Presentations

12.1 Introduction

12.2 Why Virtual Presentations Matter

12.3 Types of Virtual Presentations

12.3.1 Asynchronous Presentations

12.3.2 Synchronous Presentations

12.4 Special Considerations

12.4.1 Technology

12.4.2 Recording the Presentation

12.4.3 Lighting

12.4.4 Positioning the Camera

12.4.5 Camera Stability

12.4.6 Audio Quality

12.4.7 Background

12.4.8 Delivery Factors

12.4.9 Time

12.4.10 Using Visual Aids

12.5 Chapter Summary