

Final Portfolio Project:
Speech Communication 1300
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Learning Outcome One

Learning Outcome: Apply communication theory, critical thinking skills, and listening skills to effectively communicate in a variety of situations.

Evidence:

1. Figure 1.1: Student Speech Critique Assignment

Reflection:

- Process Description: When doing this assignment, I had to use a couple skills in order to complete it. I had to use my listening skills to be able to analyze the presentation to be able to grade it myself. I also had to use critical thinking to understand how well the presentation was organized and put together along with the information that was said.
- Feedback & Revisions: After listening to other classmates and instructors' thoughts on the presentation I was critiquing I realized how well I graded it. I agreed with the rest of the class and did not change much to the assignment. After hearing everyone else's thoughts, it helped me realize the flaws and imperfections on the presentation that I did the assignment on.
- Personal Realizations: This assignment helped me reflect on how I would need to make my presentations. It made me realize how well I would need to organize my presentations and how I would need to use body language during a presentation. It also showed me how harshly my presentations would be graded in the future and what I would need to focus on for them.
- Skills Analysis: This improved my listening skills along with my critical thinking skills. Applying these skills in this assignment helped me grow in this area.

Achievement Grade: A

Figure 1.1

Presenter Name & Topic: Will, Benefits of taking cold
showers **Informative Speech Rubric**

5 = Advanced 4 = Proficient 3= Developing 2 = Emerging 1= Beginning 0 = No Attempt

Introduction (25 points)	5	4	3	2	1	0
Began speech with original and effective attention getter. Attention getter was captivating, peaked interest, made audience want to listen.	5					
Related topic to the audience; told why we should care about the topic.	5					
Established the credibility of the speaker to speak on topic.	5					
Provided a concise thesis statement and previewed the three main points of the speech.			3			
Clearly previews the upcoming part of the body, main point one.			3			
Body: Main Point 1 (20 points)	5	4	3	2	1	0
Content was logically structured, organized and easy to follow. Irrelevant or filler information was excluded.	5					
Used sufficient research to convey credibility and give supporting evidence. Content presented was accurate and current information.	5					
Orally cited a credible source.	5					
Clearly previews the upcoming part of the body, main point two.		4				
Body: Main Point 2 (20 points)	5	4	3	2	1	0
Content was logically structured, organized and easy to follow. Irrelevant or filler information was excluded.	5					
Used sufficient research to convey credibility and give supporting evidence. Content presented was accurate and current information.	5					
Orally cited a credible source.	5					
Clearly previews the upcoming part of the body, main point three.	5					
Body: Main Point 3 (15 points)	5	4	3	2	1	0
Content was logically structured, organized and easy to follow. Irrelevant or filler information was excluded.	5					

Used sufficient research to convey credibility and give supporting evidence. Content presented was accurate and current information.		4				
Orally cited a credible source.		4				
Conclusion (15 points)	5	4	3	2	1	0
Reviewed the main points of the speech.	5					
Left a lasting impression at the end of the speech with closing remark(s).	5					
Avoided ending with a “the end” or “thank you” type of statement.	5					

Physical Delivery (40 points)	5	4	3	2	1	0
Used strong, direct eye contact with each member of the audience at least 80% of the time.	5					
Consistently used facial expressions that conveyed appropriate meaning.	5					
Consistently used natural and varied gestures that complimented and reiterated the message. Avoided distracting gestures, including stopping, swaying, pacing, etc.	5					
Posture conveyed enthusiasm about speech, willingness to participate.	5					
Used appropriate and controlled movement throughout at meaningful times.		4				
Speech appeared extemporaneous, though rehearsed (not memorized or read).	5					
Presented with a professional academic tone.	5					
Seemed relaxed and confident.	5					
Vocal Delivery (25 points)	5	4	3	2	1	0
Pronounced all words correctly, including jargon and technical language.	5					
Was easy to hear through the room.		4				
All sounds were understandable, including rhythm, intonation. Vocal variety displayed, including pitch, tone, and appropriate pauses.	5					
Used expressive grammatically correct, and unbiased language.	5					

Avoided distracting language and/or vocal filler, including uh, um, like, slang/jargon etc.	5					
Electronic Visual Aid (20 points)	5	4	3	2	1	0
Design of PowerPoint was appropriate. Fonts were able to be read around the room, color contrast was appropriate, graphs and figures were able to be identified around the room.		4				
Content of PowerPoint was appropriate. Pictures and/or information on PowerPoint is relevant and on topic as it relates to the corresponding section of the speech.	5					
Appropriate pictures and/or clip art was used.	5					
PowerPoint was reference during speech.	5					
Additional Requirements (20 points)	5	4	3	2	1	0
Speaker notes were used during presentation.	5					
Met time requirement of 4 to 6 minutes. Over or under by 15 seconds results in point deductions.	5					
Appropriate dress according to class standards.		4				
Presented speech on original agreed upon date.	5					
Subtotal	200					
Deductions						
<i>Instructor Choice</i>						
Total Deductions						
Final Score	200					

Student Critique

Organization: I think his speech was organized very well and it was all easy to follow. I recognized each topic that he spoke about. He explained each topic he would be reviewing in his introduction so that helped me understand what he would be going over.

Physical Delivery: His physical delivery was very good. He used his hands and body language well during his speech. He used his hands to point to whatever he was talking about, and he used his body in sync with his speaking.

Use of PowerPoint: His PowerPoint was used well with what he was speaking about and helped as a visual aid. Also, his PowerPoint was not distracting from the speech and his slides did not have too many things on them. Each of his slides only had one thing such as a photo.

Learning Outcome Two

Learning Outcome: Demonstrate research and organizational skills in the development of a full-sentence outline with citations.

Evidence:

1. Figure 2.1: Informative Speech Outline Final Draft

Reflection:

- Process Description: In this assignment I had to go through many steps to complete the final draft. First, I had to do research to find three sources that could give me enough valid information for my outline. Then I had to organize all my research from my sources to where the presentation would make sense. Also, I showed citations through my outline by using the best information from my sources.
- Feedback & Revisions: After seeing other outlines and presentations it helped me understand what to fix in mine. I realized how to organize my information well within my outline from seeing others. Then I learned how to use my citations.
- Personal Realizations: While doing this assignment it helped me see my growth in writing presentations outline. I began to understand how much I have learned from my first outline assignment.
- Skills Analysis: I believe my skills in finding eligible research, using great organization, and writing citations have grown exponentially. This assignment helped me grow overall in writing speech outlines.

Achievement Grade: A

Figure 2.1

Informative Speech Outline

Name: Joel Warwick

Topic: Sneaker Culture

General Purpose: To inform.

Specific Purpose: To inform the audience about Sneaker Culture.

Thesis: Today, I will provide you with information about sneaker culture by giving a brief summary of the history of sneaker culture, as well as how they have changed over time and what sneaker culture is now.

I. Introduction

- A. Attention Getter:** Sneaker culture may be a lot bigger than the average Joe might expect. The culture is one of a kind and may be hard for people to understand why someone would spend so much on shoes.
- B. Relate Topic to Audience:** Anyone can become a sneakerhead. As weird as it may sound collecting sneakers can become a form of a hobby. A sneakerhead is someone who collects, trades, or admires sneakers as a hobby.
- C. Establish Credibility:** I started collecting sneakers only a couple of years ago, but before buying them, I admired sneakers and learned a lot about the culture and how the market for sneakers work.
- D. Thesis:** Today, I will provide you with information about sneaker culture by giving a brief summary of the history of sneakers, how it has impacted fashion, and how they have changed over time.

Transition: First I would like to talk about the history of sneaker culture.

II. Body

- A. Main Point 1:** Sneakers may have more history to them than you would think. The sneaker world has gained huge popularity over the past few decades and is still rising. So, it is important to know how it all started.
 - 1. Sub-point 1:** According to Braithwaite (2021) a senior lecturer in fashion marketing and branding, the first form of sneaker culture was started in the 1970s with the release of the Adidas Samba design and the rise of hip-hop. Run-DMC signed a sponsorship deal with Adidas after releasing the song My Adidas in 1986. This solidified the sneaker's place in popular culture.
 - 2. Sub-point 2:** In 1984, professional basketball player Michael Jordan signed a contract with Nike to make Air Jordan. According to Weinhold (2020) a recovery coach who has a good understanding of the history of the sneaker game, "Jordan was the best player in the NBA and therefore, consumers

wanted to rock what MJ was Rocking.” Air Jordan was the stepping stone to what people describe as the hype for sneakers.

Transition: Now let's talk about how sneakers have changed over time.

B. Main Point 2: Sneakers, once worn for sport and athletics, have now evolved into being worn for symbols of style and fashion. According to Braithwaite (2021), it is Adidas and Nike that have both shaped sneakers evolution from sport to style. Footwear is currently the most popular category in the online luxury market.

- 1. Sub-point 1:** In an article released by Business Insider (2019), Peter Verry states, “Today, some of the biggest shoe releases are from entertainers”. From this same article, DePaula provides evidence for this claim by stating, “For example, Kanye West's Yeezy collaboration with Adidas is regarded as a pivotal point in sneaker culture.”
- 2. Sub-point 2:** Nike and Adidas frequently release limited-edition sneakers in collaboration with a celebrity, hip-hop artist, or athlete. According to Braithwaite (2021), It is common for people to go to great extents to get their hands on these rare models such as Nike Air Yeezy 2 “Red October”, and Air Jordan x 1 Off-White “Chicago”. Which are both reselling for over \$5,000.

Transition: The sneaker market is a big part of sneaker culture.

C. Main Point 3: The world of sneakers is very big now days and can be pretty confusing to some people. One of the biggest aspects of it all is the resale market. According to Braithwaite (2021), The global sneaker resale market was valued at \$6 billion in 2019 and is forecast to be worth \$30 billion by 2030.

- 1. Sub-point 1:** Sneaker's influence has spread to industries that no one could have predicted. This is where the sneaker culture collided with big business, often known as the resale culture. Customers began camped out in front of retailers in anticipation of the next release, hoping to get their hands on the next pair of deadstock kicks at retail pricing.
- 2. Sub-point 2:** Various gatherings were organized in the late 2000s for sneakerheads to visit and purchase the pair of sneakers that they'd been looking for. Most notably, Sneaker Con was founded in 2009. Sneaker Con grew to become the world's largest sneaker event. The event began in New York City and has since spread around the world. Resellers began generating enormous amounts of money from what began as a hobby, to the point where reselling had become a full-time job for some.

Transition: Which is why a lot of people buy high dollar sneakers.

III. Conclusion

A. Awareness of Conclusion: Sneaker culture is a popular and vast topic, and becoming a sneakerhead is a very cool hobby to get into.

- B. Summary of Thoughts:** Hopefully you have learned a lot about sneakers including the history of them, how it has impacted fashion, and how sneaker culture is now.
- C. Creative Ending Statement:** I hope this inspired you to find some cool kicks to rock!

Learning Outcome Three

Learning Outcome: Demonstrate effective verbal and non-verbal presentation skills.

Evidence:

1. Figure 3.1: Informative Speech Recording

Reflection:

- Process Description: During my informative speech recording I had to be effective in using verbal and non-verbal presentation skills. In my presentation I spoke clearly and spoke in ways that made sense to the listener. I also had to use efficient non-verbal communication by looking up at the camera and using my hands while speaking.
- Feedback & Revisions: Watching other presentations helped my prepare for my own presentation. It helped me figure out what I would need to do to show great non-verbal and verbal presentation skills.
- Personal Realizations: This speech greatly helped me improve my presentation skills. I learned a lot from this assignment that will help me in my future. I realized how much I have improved from my first speech to this one.
- Skills Analysis: My verbal and non-verbal communication skills improved in this assignment. Although my skills weren't perfect, they improved from before.

Achievement Grade: B

Figure 3.1

Introduction Speech Recording

Video Link: https://pulaskitech-my.sharepoint.com/:v:/g/personal/jowarwick3693_students_uaptc_edu/EU7Qruo-oatPh0JE5TPFtgQB8JHyTBLtWaqbpBgoZ-KsRA?e=IhZRPv

Learning Outcome Four

Learning Outcome: Analyze interpersonal communication scenarios by examining how communication style affects decision making and interpersonal competence.

Evidence:

1. Figure 4.1: Conflict Management Paper

Reflection:

- Process Description: In this paper I demonstrated my communication style by showing a scenario of a conflict I have had with another person.
- Feedback & Revisions: This assignment made me understand how I communicate in conflicts and how I deal with them. I was able to learn a little more about myself by understanding my communication style.
- Personal Realizations:
- Skills Analysis: The skills that I found in this assignment will be helpful to apply in the future when I am in interpersonal communication scenarios.

Achievement Grade: B

Figure 4.1

SPCH 1300 Speech Communication Conflict Management Analysis

Brief History of Relationship:

My Co-worker, Brett is a friend of mine and is still currently my friend. I started working with him in August of this year and we quickly became good friends. He has been working at our job about a year longer than me, so he taught me some things about the job. Brett can be a helpful co-worker and I am overall glad that I work alongside him.

Brief Explanation of Conflict Styles:

My most common conflict style that I use is compromising. I like to meet somewhere in the middle in a conflict with someone so we can both come to terms with an agreement. It may not completely satisfy me or the other persons desires, but it makes it fair for both of us. When working Brett and I most often use compromising to make things fair for us both. Although sometimes I use accommodating conflict style at work in order to settle the conflict quickly so that no one gets mad.

Explanation of Conflict:

At my job there are two girl cashiers. One of them gets off two hours before we close and if the other cashier isn't working then me or Brett must run the register. Brett and I both don't like running the register at our job so that often brings conflict. When I first started working at my job, I would usually have to run the register so I could learn how to do it and I would use accommodating to resolve the conflict over who runs the register. Then one day Brett and I argued about who will do the register. Eventually we compromised and agreed that I will do it one hour and he will do the other hour. This seemed like a fair solution so that is what we began doing every time that conflict came about. Compromising is the conflict style we most often use at our job until one Saturday. One of the cashiers never works on Saturdays and the other doesn't work the register until twelve thirty and then she gets off two hours before close. So that means Brett and I must run the register in the morning and then a couple of hours in the afternoon. One Saturday we discussed who was going to do the register and I decided to accommodate by telling him I would do the register in the morning if he would do it in the afternoon. I accommodated by not splitting in fifty-fifty and instead by doing the register longer and during the busy hours to resolve the conflict quickly. Then I realized after that compromising is the better conflict style.

Communication Effectiveness:

In conclusion, I realized what the best conflict style was to resolve our conflict. I believe that this conflict was not handled the best way because I would have rather used compromising. Compromising is the best conflict style to resolve our conflict. We now use compromising today to resolve most of our conflicts at work and it works the best for us.