**Western Governors University**

**C768 Technical Communication Task 3**

**Main Scenario for All 3 Tasks:**

You have recently been hired and your new manager informs you the organization (e.g., business, company, educational institution, etc..) values innovation. You’re asked to write the following:

1. Task 1 -- A **white paper** on an emerging technology, practice or process (a.k.a. topic) relating to your WGU IT degree. The white paper is intended for your supervisor.
2. Task 2 -- Related documents for the following audiences: **an executive summary** for the organizations’ leadership**, a press release and an FAQ** for company-wide distribution.
3. Task 3 -- An **email** inviting your department colleagues with similar technical knowledge to a presentation on your topic. As a follow up, you also record a **multimedia presentation** on the topic.

**TASK 1 must pass evaluations before Task 3 will be evaluated.** With your Task 3 submission please include a copy of your white paper as a separate doc.

**Task 3** -- The following identifies what you must complete for Task 3. You’ll create one document with the following sections and a Panopto:

A. Write an email to your departmental colleagues inviting them to a presentation on your topic. Include these subtopics:

1. Tone

2. Jargon

3. Timing

B. Create a presentation using PowerPoint (or other presentation platform) that contain the key topic points of your white paper that has a minimum of five slides (including the title slide) with at least two of the slides with visual elements (photos, chart, graphs, etc.). Then, in your document, write about the PowerPoint you created including these subtopics:

1. Number of slides and the slides or an attached file.

2. Graphic elements

3. Tone

4. Jargon

C. Create a Panopto video of your presentation. The video should show you orally delivering your PowerPoint (or other presentation platform) presentation. You need to be visible during the entire presentation along with the slides. Suggested length of your presentation is around 3-5 minutes.

D. Acknowledge sources, using in-text citations and references or in-line attribution, for content that is copied, quoted, paraphrased or summarized.

E. Demonstrate professional communication in the content and presentation of your submission.

The following pages describe, in more detail, what type of content you should include in your submission. Please be sure to follow the recommendations closely as they will help you be more successful with your submission.

There is a corresponding exemplar/template document for Task 3. Use that document to help you with your formatting of the submission and how to approach the requirements for the task. Contact your course instructor if you do not have this document.

# **Email**

Do this -- Create an email inviting your departmental colleagues to view a presentation on your topic. Be sure to format it like an email with: To:, From:, Subject:, etc.. Consider the following when writing your email:

* Get to the point right up front.
* Use bullet list to highlight key points.
* Keep it brief – no more than around 200 words. Your audience won’t read a lengthy one.
* Be concise by writing only what is necessary to get your message across. Things like where the presentation will be held are important.
* Consider how you want to come across to this audience as compared to say, an executive leader.
* Don’t forget an email signature.

## A1. Email Tone

Do this -- The tone you use for writing your email is one of the most important parts of reaching your audience and should evoke a “feeling” you’re looking for. Here are items to consider when writing this subsection:

* What voice did you use? First or third person? Why was this your choice?
* Is your writing serious or casual? What word choices did you use to accomplish this?
* What feeling do you want to leave the reader with once finishing the summary?
* Is the document persuasive, sarcastic, humorous, assertive or optimistic? What were you trying to accomplish?
* Consider the following tone sentences:
  + His tone was anything but knowledgeable.
  + Her tone was cautious but respectful.
  + I hope the reader could hear the tone of my excitement for the topic in my writing.
  + The email was written in a tone that made me want to puke.

## A2. Email Jargon

Do this -- Describe the jargon you used for your email. What assumptions did you make about the appropriate language for the colleagues? Consider the following as you write this section:

* Did you spell out acronyms or abbreviations? How did you decide?
* Have you used slang phrases common to the industry?
* What concepts did you believe the audience already knew?
* Would your jargon affect the tone of your document? Why so?
* How would the phrase, “In the know” relate to your audience?
* You write from your perspective. What perspective does the audience have about your topic?

## A3. Email Message Timing

Do this -- For this subsection reflect on these three topics: message timing, sensitivity, and classification. Consider the following as you complete this subsection:

* Sensitivity -- Is there a possibility that your message could be misinterpreted? How so? Does it need to be politically correct? If so, what did you look for when considering that?
* Timing -- Is there a best time for this form of communication to be released? Would it be as effective Friday afternoon as Tuesday morning?
* Classification -- How might you classify your email? Would it be okay to have it copied and sent beyond the executive group? Is it for general distribution or restrictive as it contains sensitive information?

# PowerPoint (or other presentation software)

Do this -- Give a brief introduction about your slide presentation. Include things like the content you wanted to focus on and what type of supportive graphics you looked for. Provide 3 – 4 sentences. Your slide presentation should be 3-5 minutes long and must have at least five slides including the title one.

**Please also upload a copy of your White Paper.**

## B1. Slides

Do this -- Using a complete sentence, state the number of slides in your presentation (I’m serious.). Then below that include a screen shot of each. If your presentation uses PowerPoint, you could alternatively upload your presentation and provide the name of your PowerPoint file.

## B2. Visual Elements

Do this -- Using a complete sentence, state the number of visual elements in your presentation. I know that seems goofy but that’s what you need to do.

## B3. Audience Tone

## B4. Audience Jargon

Note: Because your audience is the same as your email, you may reuse your material from that subsection here. Be sure to address the change in modality.

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# Panopto Presentation

Do this -- Enter the link to your Panopto presentation. During your presentation, be sure to explain or elaborate on each slide’s content. Don’t just tell what the slide contains.

You’ll be using Panopto software to create your presentation video. If you’ve used another video tool, you’ll find the Panopto interface to be similar. Your video must be created using your WGU account. To accomplish that, follow these instructions:

1. Access the C768 Course of Study (COS) using your WGU account.
2. In the blue heading next to Course Material, click on the Assessment option.
3. Go to Task 3 and click on View Task.
4. You are now in the Task Overview area. Scroll down to the bottom of the page and under WEB LINKS click on the Panopto Access link.
5. You should see a page that looks like this:

*Graphical user interface, application

Description automatically generated*

1. If you don’t see the Download Panopto option below your name, please contact the performance group ([Ptask@WGU.edu](mailto:Ptask@WGU.edu)) and indicate you’re having problems with your Panopto account for your C768 Technical Communication video.
2. Click on the Create button and from the pulldown menu select Panopto Capture. You’ll be using the web browser option for creating your video with this method. You may also download the application and install it on your computer. The functions are basically the same.
3. Choose the audio and video input you want to use.
4. Open your PowerPoint presentation and select From Beginning. Then select the Screens and Apps option in Panopto.
5. Choose Window and pick your PowerPoint presentation as the second window. It should look like this (Without the ugly old guy):

Graphical user interface

Description automatically generated

1. You may now click the red Record button, wait for the countdown and start recording your presentation. If you make a mistake, it’s easier to pause for a few seconds and try again. You can always edit out unwanted segments.
2. Once you click the square red Stop button, you’ll see a screen like this (You won’t have the cute cat. And, yes, I live in a 27’ travel trailer.):

A picture containing text, monitor, screenshot, electronics

Description automatically generated

1. You may View and Edit your video using the options provided. You could also Record New if you are totally unhappy with your version.
2. Panopto will send your WGU email account information like this:

The session "Wed Sep 15 2021 3:29:12 PM" in folder "My Folder" is ready.

You can view the session using the following link:

https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=bae625e2-cc6c-44d8-b7-ada401621809

Additional actions:

\* Edit session: https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=bae625e2-cc6c-d8-a1b7-ada401621809&edit=true

15. Your email will have actual links to both your video and the editing option. When satisfied with your video, copy the link, and include it in this section of your Task 3 document.

Note: Again, if you have any problems getting your account to upload, please contact performance group ([Ptask@WGU.edu](mailto:Ptask@WGU.edu)) and indicate you’re having problems with your Panopto account for your C768 Technical Communication video.

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# Sources

Do this – If you don’t quote any sources, you won’t need this section. That includes using stock PowerPoint graphics for the slides.

If you use sources (that includes custom graphics, you might find online) provide APA citations.

Great APA site: <https://owl.english.purdue.edu/owl/resource/560/01/>

**Note: Graphic citations appear under the graphic image as a Figure. Here’s an example:**

**Figure 2: ITIL CSI diagram. Retrieved from** [**https://www.bmc.com/blogs/itil-4/**](https://www.bmc.com/blogs/itil-4/)