

COMM 3410 - Rich Point Observations and Theoretical Analysis (Paper or Presentation)

Your task for this analysis assignment is to **describe rich points** related to verbal or nonverbal communication (or both) within an intercultural or speech community setting. Begin by isolating and describing any rich point you have experienced with members of groups you would describe as cultural groups different from yours. Then **apply an intercultural communication theory** to your analysis of the rich point being observed.

Your paper or presentation should **contain the following explanations** in relation to both rich points:

- Describe the **rich point** (which could be a singular experience or a typical occurrence). Explain who said what when you experienced the rich point, and in what type of situation the rich point occurred (or tended to occur, if you are talking about a series of experiences). Also, explain why the rich point was confusing and intriguing to you based on your own worldview or even ethics.
- Explain briefly what you know about the **culture, cultural group or speech community** that prompted your awareness of the rich point. (Remember: The culture you describe does not have to be a racial, ethnic or national culture. It can be any kind of collective you think of as "a culture" or "a cultural group.")
- Then **apply ONE intercultural theory** to the rich point observation, noting concepts/terms/ definitions that are embedded in the theory and how they apply to the rich point. NOTE: *Only apply ONE theory*—select the best theory that applies to the rich point and refrain from picking and choosing certain aspects of several theories and just apply one theory to the rich point.
- QUESTIONS: You may also want to **consider the following questions** (no need to answer them all—creatively/critically think about which ones apply as these are guidelines to consider): Why/how does the theory make sense of intercultural communication or human interactions? How can the theory be used by others? How has it been used in scholarly research projects? How could this theory provide people with useful guidelines for working with people in general, in the work environment or in community-based settings? Which aspects of this theory could provide people with useful guidelines for establishing and maintaining relationships with people from other cultures or speech communities different from their own?

Again, DO NOT answer all of the above questions in a mechanical, check-box fashion, instead use them as a guideline to explain, expand and explore the topic being researched.

SOURCES: Please cite sources using APA style and include a reference listing of **at least three scholarly sources**. Your textbook or class lectures cannot be one of the three but can be used as supplemental sources (meaning not one of the three required sources BUT you may need to refer to class lectures or our textbook to define terms or theoretical approaches).

PAPER: Please type and double-space your paper, using 10-12 point typeface and 1-inch margins. Cite sources using APA style. There is no specified word count or paper length—simply follow the assignment and write an analysis of the rich point, theory and additional sources (my motto for these kinds of written assignments: one page is not enough but 10 pages is too many). A good rule of guidance for writing college-level papers is a *minimum* of one page per required source where you explain, expand and explore the topic being researched, as well as a solid introduction and conclusion. Paper will be due to the class site on the date as noted on the class calendar.

PRESENTATION: You can opt to prepare a 7-10 minute presentation of the rich point and theory to share with the class. You should include some form of a visual element to your presentation (group exercise, class role playing, PowerPoint, handout). Students will still need to cover the above items and will be graded based on both the assignment rubric and overall presentation skills. Please be *creative* in your presentation and try not to simply offer an overview of the sources. Instead, really apply the analysis skills to report on and analyze the intercultural communication implications of the rich point and sources you reviewed. While there is no formal paper for the presentation option, please submit your presentation notes via the class site. Presentations will be given on the due date of the assignment as noted on the class calendar.