

Assignment: Rhetorical Analysis

EVALUATION OF AN OUTSIDE SPEAKER



Page requirements: 2–3 pages

Resources: Primary sources are encouraged, but not required.

Assignment Rationale

The goal of this assignment is to provide you with an opportunity to critically analyze and apply concepts, theories, and ideas you have learned to a live performance (e.g., lecture on campus, town hall talk, conference presentation, community dialogue etc.). This does not include lectures from other classes. The speaker's presentation should be at least one hour in length. You may attend a presentation from one of the many speakers that come to campus, or you may find another speaker to listen to from our community.

Written Assignment Criteria

This assignment requires you attend a live performance and evaluate the performance. In your paper, you are required to discuss the strengths and limitations of the speaker's presentational style, organization of content, effectiveness of delivery, adherence to time guidelines, ability and willingness to take the audience into account, as well as the relevance of speech content to the audience. You are free to discuss any other points.

References

You are not required to include any sources. If you do cite other sources, they all must be cited according to the APA style guidelines. **Chapter 2** in your student guidebook explains how to correctly cite in APA.

*****DOES NOT HAVE TO BE LIVE PERFORMANCE--COVID

FORMAT CHECKLIST

- ☐ 2–3 pages of content (excluding reference page)
- ☐ Double-spaced
- ☐ Times New Roman 12-pt font
- ☐ Use APA format to cite sources in-text and in the reference list
- ☐ Paper must reflect careful proofreading and technical proficiency (correct grammar, spelling, punctuation, and organization)
- ☐ Paper is submitted to Canvas
- ☐ Other requirements:
- ☐ Other requirements:

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RUBRIC FORM

I. PAPER (20 POINTS)

____ Introduction and Conclusion (5 points)

____ Introduction should include a preview of your main points/thesis statement. It should clearly articulate the place, time, and speaker.

____ Conclusion should include what you learned from this assignment.

____ Body: Main Points (15 points)

____ Paper discusses the strengths and limitations of the speaker's presentational style, organization of content, effectiveness of delivery, and adherence to time guidelines.

____ Paper discusses the speaker's willingness to take the audience into account, as well as the relevance of the speech content to the audience.

____ Body has 3–5 main points, each covered in sufficient depth with citations from the sources used.

II. FORMAT AND WRITING OF PAPER (5 POINTS)

____ Writing is clear, focused, and well organized.

____ Paper is free from grammatical errors.

____ Paper is a minimum of two pages in length.

____ Paper is double-spaced.

____ APA format followed throughout (in-text citations and reference page).

____ Each section of the paper is thoroughly described, developed, and supported.

Example paper given for reference:

The speaker that I went to evaluate was L.J. Yankosky. He is the Director of Innovation and New Ventures at Chick-fil-A. The topic of his presentation was called Nuggets of Wisdom. I can only wonder why his speech was titled this. Chick-fil-A is a fast food restaurant known for their chicken. I personally enjoy eating there and that is partially why I chose to go to listen to him. This event was put on by UVU PRSSA and occurred on September 21, 2016 at UVU in room CB 510/511. L.J. was not who I expected him to be. I thought he would be older than he is. He is forty-one years old, but acts like he is younger. His purpose was to give us communication majors some motivation and tips for choosing a career in communication.

Thinking back about the strengths and limitations of his presentation style, I can't stop thinking about how he was so good at connecting with the audience. He was a little bit of a jokester and was able to get us all interested by connecting with us---UVU students! He was a good storyteller and that was his style of presentation. His ability to connect with a younger audience was great. The only limitation I saw to his presentation was just that his style as a storyteller almost played against his credibility. Obviously he knew what he was talking about and was very knowledgeable, but his storytelling style was more focused on motivating rather than convincing through using statistics and logic to win the crowd over. Everyone has their own style and in this scenario, I think that his style was more beneficial than other styles.

Because L.J. was a storyteller and this setting was more like a question-and-answer discussion, his organization was a little bit off. I know he had his own agenda, but because of the questions that were asked, I could tell that he had to adjust and change some things in his presentation. This did mess up his organization a little bit. Overall, his strength in organizing was his ability to continue a meaningful discussion even though he was being asked random questions. This style of organization through question and answer is a tough one to put together, just because you know every topic you have lined out is most likely going to be changed based on the audience. This was where he was limited in his organization, making his presentation a little more impromptu instead of persuasive or informational.

He definitely knew how to adapt to the audience. We were, for the most part, all eager communication students looking for any advice on how to be successful in the communication field and he did a great job at adapting his comments and discussion. By him sharing personal experience and real-life stories made it very easy to relate to him and made me believe that pursuing a career in communication was well worth my time. Because of his ability to draw the listeners in, he was able to very effectively get his point across. However, one limitation of his adaptation to the audience would be that he never shared any negatives about his career. This would make it harder to connect with those in the crowd that are skeptical about succeeding in this type of career. Sharing both positives and negatives just makes it more realistic for everyone and allows us to make a more educated choice on how we can be successful in our career choice.

Overall, his speech/presentation was enjoyable. Maybe this was because he brought everyone free food from Chick-fil-A, which I am sure was a major reason of why most people came, including myself. He did a good job of setting the tone of the conversation very early on in his speech and this helped me feel more involved and helped me understand what to expect

from his presentation. L.J really did help me feel more confident about my major in the way that he was able to connect with me through his style, organization, and being able to adapt to the audience. In conclusion, I think he had strengths and weaknesses, which all of us do, but he did a good job in presenting his material and made it an enjoyable experience for me.