

1321 – Informative Speech – Case Study

This assignment requires that you research, plan, and prepare an informative presentation focusing on a chosen business, fictional or real, as a case study. You are responsible for fully explaining three different concept/s or theory/ies and required to connect or apply the concept/s and/or theory/ies to your chosen business. These connections can be pulled from personal experience, research, visual aids, etc. Therefore, this speech should contain 3 main points (explanation of 3 different concepts and how they apply to your chosen business). Each main point should focus on one concept/theory by providing an explanation/definition of the concept or theory followed by the connection to the business. Be sure to consider your audience's prior knowledge of your concept and idea, and prepare accordingly. You may need to provide background or additional information to support your audience's understanding of the information you are giving them. Additionally, make sure your message is clearly and logically organized to achieve your desired outcome.

Length: The presentation is to be 4-5 minutes.

Chapters to use: 1-11

Outlines: A keyword outline and rough draft of a reference page are due Monday, February 17th. A full sentence outline and reference page is due the day of presentations, Monday, March 2nd.

Make sure that the following are included:

Introduction, thesis statement, preview of main points, a minimum of 3 main points, transitions between main points, review of main points, summary, and concluding thoughts.

Sources: 3 credible sources are required for this presentation, as well as a "Works Cited" page. Use MLA or APA format. In addition to a reference page, in-text citations should be used as well as verbal citations during the presentation. You need to make sure your main points are supported in ways that are highly effective based on your goal. Therefore, you need to show that your ideas are developed in a way that are clear and understandable, with effective support.

Visual Aid: Visual aids are not required, but can be used based on approval.

Summary: Your presentation will focus on a business of your choice to apply and exemplify concepts or theories at work. Not only is it important to understand these concepts/theories, but also to show how they apply or work in the business world. Additionally, you should:

- Demonstrate an understanding of the relevant conceptual issues by fully defining and explaining relevant terms or theories.
- Apply those relevant concepts or theories to the case (business) by providing specific examples from the case (business) that illustrate the theoretical concept or theory.
- Provide a coherent argument (connection) regarding your assessment of the case (business) by integrating your theoretical knowledge with the specific situation described in the case. Basically, be sure to explain the connection between the two.
- Nonverbal delivery utilizes a variety of techniques (posture, eye contact, volume, vocal variety) that are appropriate.