

ASSIGNMENT TWO: CREATING A PERSONA [NONVERBAL COMMUNICATION] 15%

This assignment addresses all the secondary influences surrounding a good presentation (that is, everything except the *content* of the speech).

Imagine you've been asked to address an audience about a topic that's important to you. Consider how you would present this topic. What persona might you create?

To do: Outline a short speech focusing on the structure of the presentation. You do not need to actually write the speech – just include enough information to make sense of the nonverbal information you are including, and the persona you are creating.

Refer to lessons on "Persona," "NonVerbal Communication" and "Visual Aids" for more information on important elements.

Example: [I enter the stage wearing a business suit and smiling at the audience.] My topic is X. I have the following expertise of experience that give me the authority to give this speech. *This is my effective opening sentence, in which I connect with the audience.* [I request a chair upon which to remove my jacket.]

[I make eye contact with several people in the front row.] *I articulate the first sentence of the topic I would discuss. Here are the main points I would make (just the main points, not the full content).*

At this point in my speech I would use Visual Aid X (this is the reason why).

This is my effective closing statement. [I exit the stage confidently, looking straight ahead.]

You may present this assignment in any way you like, providing you answer the following questions:

- What is the topic of this speech?
- What *authority* do you have to give this speech?
- Where will the speech be held?
- How will you be dressed?
- How will you address the audience?
- What visual aids will you use?
- What approach will you take: humour, anecdotes, serious business address?

Assessment:

This assignment is worth 15% of your final grade. It will be graded out of fifteen points, broken down in the following way:

10 points for the content of the paper

5 points for the format, structure and clarity of the paper (including proper citations).

***Please ensure you properly cite any information you take from other sources, using a standard citation guide.**

***Important: are your lines of dialogue (presentation) clearly distinguished from your nonverbal actions?**