

## **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?