TEAM PROJECT OBJECTIVES & INSTRUCTIONS

Objectives:
> **1.** Develop, practice, and improve your group communication skills.
> **2.** Apply effective research and organizational skills in preparing information.
> **3.** Create understanding in your audience.
> **4.** Develop an effective means of disseminating your information to your audience.
> **5.** Learn how to successfully develop a web page, and/or a PowerPoint and/or video presentation.
> **6.** Motivate your audience to take action in response to your message.

Purpose:

The general purpose is to convince or move your audience to action, you must select a topic/issue and develop a specific purpose that your group feels strongly about – one that you feel passionate about. You cannot convince others if you are passive or apathetic toward a topic, issue, subject or purpose. You can convince others if you are committed and passionate about your topic. You can bring about change if you knowledgeable and have experience with the topic. You can gather a great deal of knowledge as a group. Once your group has selected and developed a topic you feel strongly about, you need to conduct an audience survey and an analysis to discover the audience's predisposition (attitude) toward your topic and their knowledge of the topic. There are five general pre dispositions to a topic that your audience might hold:

> **1. Favorable but not aroused to act.**
> **2. Apathetic toward the situation.**
> **3. Interested but undecided what to do or think about it.**
> **4. Interested but hostile to the proposed attitude, belief, or action.**
> **5. Hostile to any change from present state of affairs.**

For your Team Project you will select a topic/issue that will require some sort of change on the part of your audience. To convince your audience to use the computers on campus does not (most likely) involve change; however, to convince them to report problems they have with computers anywhere on campus to computer services could potentially involve a change in attitude and/or action. If you do a thorough audience analysis about your topic, then you can avoid an embarrassment such as trying to convince your audience not to smoke cigarettes near the doors of buildings on campus when no one in your audience smokes. Your survey of the audience's attitude toward, and knowledge of your topic will be essential in shaping a message that seeks change. Your message must deal directly with your audience's predisposition toward your topic and must seek a change and some type of action from them.

Essential Characteristics of Persuasive Messages:

The essential characteristics of persuasive messages are the qualities or standards you should strive to achieve in the preparation and presentation of your persuasive message:

> **1. Logical and emotional appeals adapted to the audience.**
> **2. Change by degrees.**
> **3. Credibility and sincerity.**
> **4. Ethical arguments and motives.**

Gathering Information:

Hopefully, you will already be somewhat knowledgeable on the topic your group chooses. However, part of your assignment is to gather information find additional sources. Each group member is "required" to have at least 2 sources that you will cite in your outline. An article will be considered one source. An interview (using your interview skills and an interview schedule) or a survey / questionnaire (not the audience analysis questionnaire) will be another source. Include your sources in your reference section of your outline with each group members name by his or her sources. Cite all of your sources completely using MLA or APA format.

Audience Analysis:

You will first decide who your target audience is for your message, then your group will gather information about your target audience.

Organizing the Information your Group has gathered:

You will put together an outline of the information your group gathers. Once you have outlined your project you will decide in what medium you will present your message.

Presentation of your Team Project Message:

You can present your message in a **Web Site, a PowerPoint Presentation, or a video presentation (commercial, PSA, or the like)**. The sooner you let me know how you will present your message the sooner I can begin to help. If you are going to present your information in a web site you will put together a flow chart with all the pages. If you are going to do a PowerPoint Presentation you can create a more detailed outline that can be easily transferred to a PowerPoint Presentation. If you are going to do a video presentation you will want to put together a story-board based on the outline and your ideas. If you will be using a Web Site to present your message I can help you put your site on the MCC Server. If you are going to put together a PowerPoint Presentation I will help you make the Presentation available on the New TV Bulletin System that should be available on campus soon. If you plan on presenting your message in video format it may be possible that you can air your message on Channel 12. There are many ways you can get your message out. The sooner I know what you want to do the sooner I can begin to help.

Peer Evaluation:

You will evaluate your own group members and their participation and contributions to the group. If a group member is not participating and/or not contributing to the group you can first encourage participation, then consult with me. Your next step will be to let the tribal council speak. You group can vote non participating group members out of your group – just like on *Survivor*. Evaluation is an important part of this class. We are a TEAM and we can help each other improve. With all evaluations in this class (self & peer) it will be important to be thorough, concise, detailed, and always include strengths, areas where improvements are needed, and specific suggestions as to exactly how improvement will be made.

Materials To Be Turned In:

You will be individually responsible for your article(s), your Interview Schedule(s) and field notes, and your evaluations of group members. Your Group will be responsible for the overall project presentation in the Medium that you choose. If you do a web site I will need a disk with the web site or the URL (address) of the site. If you are doing a PowerPoint Presentation I will need a copy of the presentation. If you are doing a video presentation I will need a copy of the video tape. The Due Dates for the Materials are on your schedule.