

**The Global Circle Project for COMM 100: Introduction to Communication**  
**Virtual Advocacy Speech on African Issues**  
**With Four Weeks of Learning Materials**

Dr. Bradley Wolfe

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## Virtual Advocacy Speech on African Issues

### COMM 100 Common Course Outcomes

#### **2. Understand/demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.**

- a. Use topic and thesis generating strategies.
- b. Create an organized introduction, body, and conclusion.
- c. Combat communication apprehension.
- d. Contrast types of speeches.
- e. Identify strategies for improving the ability to interpret nonverbal communication accurately.
- f. Monitor personal nonverbal behavior in order to manage the impressions others have of you.
- g. Manage vocal and physical delivery.
- h. Present a speech.

#### **3. Select appropriate communication choices for specific audiences.**

- a. Conduct audience analysis in various communication contexts.
- b. Select verbal and nonverbal codes appropriate for audience/partner and context.

#### **4. Locate, evaluate, and synthesize in a responsible manner material from diverse sources and points of view.**

- a. Locate library and Internet sources.
- b. Evaluate sources.
- c. Outline types of evidence.
- d. Change resources into evidence.
- e. Document sources using a consistent style.

### Global Learning Outcomes

#### **1. Personal values, attitudes, and perspectives**

- a. Demonstrates a learning mindset and an interest beyond immediate surroundings
- b. Develops a personal sense of ethics, service, and civic responsibility that informs their decision-making about social and global issues
- c. Engage in actions that promote equity and concern for the welfare of others

#### **2. Knowledge**

- a. Demonstrates awareness of global issues and problems
- b. Recognizes the impact of power and privilege on national and international relationships

#### **3. Skills, Abilities, and Inclinations**

- a. Collaborates interculturally in order to work productively or solve community problem
- b. Evaluate the roles of systems and structures in creating or perpetuating inequities

## Virtual Advocacy Speech on African Issues

### Assignment Description

We are going to practice using our communication skills to advocate on a global topic! You will get to decide the issue and context you will be discussing based off choices provided on Kiva.org. Kiva is a crowdfunding website that provides microloans to entrepreneurs and others all over the world. We will specifically be looking at the loans originating from Africa to learn about the diversity across the continent. The loans are categorized by issue, such as “education,” “agriculture,” and “eco-friendly.” You will find a loan to represent a personal case within the larger issues. I recommend taking a screenshot of your story, as the loan may be filled by the time you give your speech!

While the research on the topic is an important part of advocacy, we also want to use effective messaging for our audience. Your audience will either be a group of classmates OR you can find three audience members of your own in front of whom you can record the speech. Keep your audience in mind as you prepare your presentation. What information do they need to know to have a foundational understanding of the topic? What action are you going to persuade them to take? The action doesn’t need to be loan money through Kiva. The case study could be used to encourage the audience to learn more about the topic or get involved in some other way.

#### Requirements:

- The speech should have a clear thesis, two or more main points in the body, and a conclusion with a call to action. Often, students will use a problem-solution or problem-cause-solution organization format for this speech.
- The presentation should be **four to six minutes**. I recommend that you speak extemporaneously from notes or an outline.
- The presentation should have **at least four sources**. One of the sources should be the Kiva case study. Other potential resources are listed below.
- Your full-sentence outline will be submitted in advance with a leveled list to display your main points and supporting evidence. The in-text citations and reference list should be in APA format.
- You will have a visual aid (e.g. image, prop, slide show, etc.). I recommend including the screenshot of the Kiva case study at the minimum.

#### Resources to Explore:

- [AfricanData.org](http://AfricanData.org)
- [CIA.gov/library/publications/the-world-factbook/](http://CIA.gov/library/publications/the-world-factbook/)
- [data.WorldBank.org](http://data.WorldBank.org)
- [Kiva.org](http://Kiva.org)
- [southcentral.lib.minnstate.edu/subjects/guide.php?subject=COMM](http://southcentral.lib.minnstate.edu/subjects/guide.php?subject=COMM)

## Virtual Advocacy Speech on African Issues

### Grading Rubric

Four to six minute speech with thirty second leeway, or five point reduction in overall score

	9-10 points	7-8 points	6 or less points
Introduction	Include an attention getter, thesis, and preview of main points.	The attention getter and thesis could be refined to focus the audience on the topic	The topic and/or main points are not clear in the introduction
Topical Focus	The Kiva case study is effectively used to highlight the broader issue in the country chosen	The presentation addresses the issue without regional focus or effective use of the case study	The case study is not present and/or the speech loses focus from the issue at hand.
Organization & Deliver	Clear main points, smooth transitions, appropriate vocal variation, and good eye contact	Speech may be choppy in presentation or organization at times, but the speech flows well otherwise	The main points are unclear and/or the speaker is reading off a script
Content & Sources	An appropriate mix of evidence to support the main points is used from four or more sources	The verbal citations may be unclear, but there is some evidence used to support the main points	Sources are unused or used ineffectively to support the main points
Conclusion with Take-Away	Conclusion wraps up speech and has a clear point for the audience to take-away from the speech.	Conclusion wraps up speech, but does not have a clear or purposeful point to take away.	Conclusion may not be present or has no attempt at giving the audience something to take away.

## Virtual Advocacy Speech on African Issues

### Learning Modules

#### Week 1 Materials & Discussion Prompt

*Communication in the Real World*, Chapter 8: Culture and Communication

<https://open.lib.umn.edu/communication/part/chapter-8-culture-and-communication/>

TEDx TJ Martin - Reimagining America's Cultural Narrative

<https://www.youtube.com/watch?v=B9J5x4n4ZM>

TED Talk Shereen El Feki - Pop Culture in the Arab World

[https://www.ted.com/talks/shereen\\_el\\_feki\\_pop\\_culture\\_in\\_the\\_arab\\_world](https://www.ted.com/talks/shereen_el_feki_pop_culture_in_the_arab_world)

Kuma Hina - A Place in the Middle

<https://aplaceinthemiddle.org/>

Discussion Prompt for Online Discussion Board:

We are watching three videos this week on how different cultural groups come together. Our first video on Reimagining America's Cultural Narrative focuses on the diverse stories present in the United States. How do you feel your race or ethnicity is represented in the media? What was your reaction to TJ Martin's speech?

The second, shorter video is on Pop Culture in the Arab World, which describes how American culture has impacted and been adapted by Arab culture. How have different cultural practices come together in your life? Or what other examples surprised you from El Feki's TED Talk?

Finally, the half-hour, mini-documentary is called Kuma Hina - A Place in the Middle. The story follows a transgender woman practicing her Native Hawaiian culture with students at a culturally-specific charter school. What did you learn about Kuma Hina's story and experience? How did her cultures come together in her life and community?

#### Week 2 Materials & Discussion Prompt

*Communication in the Real World*, Chapter 9: Preparing a Speech

<https://open.lib.umn.edu/communication/part/chapter-9-preparing-a-speech/>

Alex Lyon - How to Organize a Persuasive Speech

<https://www.youtube.com/watch?v=jnfoFN7TBhw>

Video - Be a More Confident Public Speaking

[https://www.youtube.com/watch?v=tShavGuo0\\_E](https://www.youtube.com/watch?v=tShavGuo0_E)

TED Talk Brittany Packnett - How to Build Your Confidence

[https://www.ted.com/talks/brittany\\_packnett\\_how\\_to\\_build\\_your\\_confidence\\_and\\_spark\\_it\\_in\\_others](https://www.ted.com/talks/brittany_packnett_how_to_build_your_confidence_and_spark_it_in_others)

Discussion Prompt for Online Discussion Board:

We are presenting our global advocacy speeches in two weeks. What Kiva case study are you going to use to influence your peers?

One way to organize a speech is through the problem-solution-benefit format, which is covered in the video How to Organize a Persuasive Speech. You don't have to use this format, but I recommend thinking carefully about the main points around which you want to persuade the audience. What will be the main points of your presentation? A rough draft of the outline will be due in our discussion next week (so this will get you started).

We also have two videos this week about becoming a Confident Public Speaker and How to Build Your Confidence. What did you take away from these videos about building your own confidence? How can you use these skills to build confidence in others?

### **Week 3 Materials & Discussion Prompt**

*Communication in the Real World*, Chapter 10 Delivery a Speech

<https://open.lib.umn.edu/communication/part/chapter-10-delivering-a-speech/>

Kwesi Millington - How to Write a Speech Outline

<https://www.youtube.com/watch?v=O5xFnvjM4M8>

Video - Avoiding Plagiarism

<https://www.youtube.com/watch?v=PzZsButRaHs>

Alex Lyon - How to Cite Sources in a Speech

<https://www.youtube.com/watch?v=QiPT8MTcUTA>

Discussion Prompt for Online Discussion Board:

I have three short videos for you to watch to help with outlining and delivering your speeches. First, How to Write a Speech Outline is a quick video that covers the "Who, What, Wisdom" strategy of outlining a speech. For your advocacy speech, who is your audience (classmates, family, or friends)? What three (or more) points of wisdom do you want your audience to take away?

Next, we are watching two more videos on Avoiding Plagiarism and How to Cite Sources in a Speech. You will be required to verbally cite at least three sources in your advocacy speech. What did you learn about avoiding plagiarism and how to cite sources in your speeches?

Last, make sure to post a rough draft of your outline for your peers to give you feedback. You can attach the document to your initial thread.

#### **Week 4 Materials & Discussion Prompt**

*Communication in the Real World*, Chapter 11: Informative and Persuasive Speaking

<https://open.lib.umn.edu/communication/part/chapter-11-informative-and-persuasive-speaking/>

TED Talk Nita Mosby - Want a More Just World? Be an Unlikely Ally.

[https://www.ted.com/talks/nita\\_mosby\\_tyler\\_want\\_a\\_more\\_just\\_world\\_be\\_an\\_unlikely\\_ally](https://www.ted.com/talks/nita_mosby_tyler_want_a_more_just_world_be_an_unlikely_ally)

TED Talk Yoruba Richen - What the Gay Rights Movement Learned from the Civil Rights Movement

[https://www.ted.com/talks/yoruba\\_richen\\_what\\_the\\_gay\\_rights\\_movement\\_learned\\_from\\_the\\_civil\\_rights\\_movement](https://www.ted.com/talks/yoruba_richen_what_the_gay_rights_movement_learned_from_the_civil_rights_movement)

Discussion Prompt for Online Discussion Board:

This week we are reading about Informative and Persuasive Speaking. What have you learned about advocacy from preparing your speech and reading in our textbook about public speaking? What communication ideas will you bring forward in your life?

I picked out two videos for us to watch this week on advocacy in our society. Regardless of what you want to advocate about, the two speakers provide valuable ideas on how to fight for what you believe in. Yoruba Richen shares common themes of advocacy in movements. What did you learn about the communication strategies in influential movements in U.S. history? Nita Mosby discusses the importance of allyship. What does it mean to be an ally? How does allyship help move advocacy further?