

English 320, Project #3

Creating Educational/Instructional Presentations for Co-workers



Points possible: 20

Due date: see Schedule

3 points extra credit for making this a group project, your choice of classmates

Assignment

Consider the actual physical workplace and social atmosphere you will likely encounter in your future profession, whether it's a bank, a store, a campground in a National Forest, or a corporate office. You might even consider your current job of being a student on a university campus.

Owners and managers of all stripes are more and more expected to maintain the safest and healthiest conditions possible in these workspaces, and are often under stringent legal guidelines for doing so. Increasingly, too, they must accommodate employees who have diverse physical, mental, cultural, and dietary needs. Especially stressful environments may require employee training in interpersonal communication techniques to prevent conflict, and some traditional, male-dominated workspaces may still be infected with patterns of sexist behavior and harassment.

Imagine that your boss has tasked you and a few other good writers at your worksite with **educating your colleagues about an important, possibly urgent workplace issue.** You decide that some good primary and secondary research followed by a stand-alone video or visual presentation using digital media will be the best means of educating your colleagues (and yourself). Your purpose is to inform them about the issue and to instruct them on how to think or behave on the job accordingly. *You have about a month!*

What Is An “Issue”?



An “issue” can be a topic of fundamental immediacy and importance, such as physical safety or virus safeguards.



An “issue” can **also** be a controversial workplace topic about which people disagree, sometimes precipitously. It would likely be one that has not yet been resolved and is still a problem in the worksite—something that causes friction among coworkers.

Brainstorming Possible Issues

See also [“Workplace Issues.”](#)

There are different ways to break down topics for this assignment. Here is one way to slice the pie:



- *Workplace Safety*

Your purpose here would be to educate your co-workers about physical hazards in the workplace, and how to stay safe on the job. Such hazards may include pathway obstructions, electrical setups, difficult-to-handle equipment, storage of toxic materials, insufficient staff leading to employees taking on unusual tasks, inadequate oversight of daily tasks leading to stress, lack of sleep or rest time (as for doctors and nurses)—even burglary and shooter scenarios!

- *Health & Wellness at Work*

Here your purpose would be to teach your co-workers about staying healthy and fit on the job. General needs could include proper desk ergonomics; readily at-hand resources and advice for employee fitness; guidelines for stress reduction; techniques for dealing peacefully and productively with interpersonal conflicts; and tips on work pace and time management specifically for the job in question.

- *Accessibility*

If presenting on this topic, you'd investigate special needs such as limited mobility, impaired vision or hearing, dietary restrictions, or chronic health concerns. These may be needs of employees OR clients. You would investigate whatever resources exist to help those with special needs, whatever difficulties still exist, and how to seek out help for unmet needs. Your task would also be to raise awareness and sensitivity generally among employees who work with the disabled.

- *Interpersonal Relationships*

This can include a broad range of issues, one of which is how to avoid conflict, eliminate gossip, and build trust in the workplace. Many people do not know how to disagree with others without alienating or angering them, for example. Some people need help asserting their needs or concerns clearly and effectively to a superior. Some employees don't know how to receive criticism; some managers don't know how to give criticism. Sometimes different personalities or work styles simply clash. The subject of *intercultural* relationships on the job is increasingly important in a globalized economy and ever-shrinking world. And workplace bullying and sexual harassment are subjects frequently in the news. (See, very recently, the "Me Too" movement, as well as criticisms just this week of Elizabeth Warren, a candidate for President in 2020.)

Note: we have a variety of readings on this subject in Bb already; your group should not simply copy those. Find your own exact focus and approach, with outside sources.

- *Workplace Ethics*

- See "ethics" in our textbook index. There are TONS of possibilities here.
- See our library!! <https://library.ndsu.edu/guides/business-ethics>

NOTE: If you have in mind a topic not mentioned here, maybe one more suitable to the environment you'll be working in, you can propose it to me. You must, however, have my green light to proceed.

Aims

1. Demonstrate intermediate-level use of verbal-visual and digital media.
2. Produce accurate, well-developed, and impactful verbal-visual presentations for specific work audiences.
3. Plan and execute a project in a timely and professional way.
4. Demonstrate real-world problem solving.

5. Demonstrate facility with the discourse and generic conventions of written business communication:
 - a. professional ethos
 - i. courteous, mid-formal, pleasant but impersonal style and tone
 - ii. acute audience awareness
 - iii. effective presentation
 - b. concision
 - c. clarity
 - d. meticulous proofreading

[Helpful Websites for Creating Educational Presentations.](#)

Rubric

20 pts. possible

18-20 = A

15-17 = B

12-14 = C

9-11 = D

2 **Focus and Purpose**

Your presentation has a **clear, well-formulated question that your presentation answers.**

Your main subject and/or question is **affirmed throughout the piece** and amplified at the end.

Your presentation **informs, instructs, and educates.**

2 **Audience**

Audience awareness is excellent. Your presentation is appropriate in style and content for your very specific, hypothetical co-workers and boss.

2 Organization

Intro

- **Clearly presents the topic and question.**
- **Engages viewer's interest.**
- **Includes identifying info:** title, author name, hypothetical workplace or company name, etc.
- *Don't put class info in your presentation; put that in the name of your document.* You want this to look like a **REAL-WORLD presentation—not a class assignment.**

Body

- **Develops your subject** with plenty of **specific information DETAILS**—both textual and visual—to illustrate and support your claims. Also acknowledges and possibly refutes counter claims.
- **Bulleted lists are kept to a minimum.**

Conclusion

- Provides a **feeling of closure, emphasis.**
- Provides a **strong sense of the presentation's relevance to its audience**
- Leaves audience with **good understanding of the subject.**
- Provides possible zinger: a Jeopardy-style quiz or other.

2 Coherence

Excellent, clear transitions throughout, from one *segment* or part of the presentation to the next, one *slide* to the next, one *paragraph* to the next, one sentence to the next.

2 Paragraphing

- Fairly short, appropriate for Power Point slides
- **Each focused on a single idea, topic, or claim.**

2 Sentence Style

Carefully edited to be **concise, lucid**, compelling.

2 Sentence Mechanics

Scrupulously proofread for all basic sentence mechanics and spelling.

1 Execution

- **Self-standing**; viewer does not need additional info outside of the presentation in order to follow and understand the presentation.
- No glitches.
- Has been **tested on multiple machines** to be sure fonts are correct, audio works, etc. If you encounter problems, you can explain in your cover letter.
- Slides move from one to another smoothly.
- Animations work properly.
- **Images are crisp and clear**; no copywrite info plastered on them, however faint.

1 **Drafting Process**

- Drafts handed in **on time**.
- Drafts went through the complete drafting process, **with clear improvement and attention to feedback**, critiques, and class discussion..

2 **Facility with Mixed Media**

- You have **exploited what Power Point has to offer**. Examples: animations, inset video, original art, unique templates, inset audio.
- Your presentation demonstrates the **fundamental principles of visual design**. You've paid attention, in each slide, to spacing, placement, sizing, borders, and colors. Each slide has a focal point.

1 **Creativity**

Does not look like every other presentation in the class; uses surprising and effective content and Power Point resources.

1 **Cover Letter**

- **Includes anything Cindy needs to know** about your document's execution or **issues or difficulties you had in creating it**.
- A few comments about what you learned.
- Anything inventive or interesting you want to tell me.
- Follows basic letter conventions, mid-formal, for a familiar but professional audience.