

## **GCOM 123 Group Advocacy Project**

The following team assignment encourages Communications students in General Education to identify problems in the local community or on the JMU campus, including student drinking, and to advocate as a group for education and change.

A final project on JMU student drinking and its effects was completed in the 2010-2011 academic year and is presented here as a sample outcome from the assignment, which follows.

GCOM 123 Group Advocacy Project  
March 29, 31 and April 5

Your topic should be on a problem facing the community of JMU and/or Harrisonburg, and your topic must be approved in advance. Each group will give a 20-minute presentation using Monroe's motivated sequence. Please note that all statistics, visual aids, dates, and claims must be orally cited. Roughly, your group should have no less than 9 sources cited in your presentation.

While you can use the podium, each group member needs to walk and talk during their respective portions of the presentation. Presentations are extemporaneous, with a limit of three note cards (writing on one side only) per person.<sup>1</sup>

Your presentation grade will be evaluated based on:

Hand gestures, diverse eye contact, proper pronunciation, and the ability to physically transition (walk) during your signposting or internal transition will all be evaluated in the presentation portion. Your grade will be based on the following elements: a) the degree to which the five steps in Monroe's motivated sequence are achieved; b) group cohesiveness & persuasiveness; c) the presentation is within the 20-25 minute time frame; d) the group has a cohesive PowerPoint e) individual presentation (eye contact, verbal fluency, vocal variety, persuasive tone, hand gestures, proper pronunciation, walking & talking); f) bibliography in APA or MLA format.

Your group project will be graded not only on the quality of the final presentation/outline but also on how well groups work together to complete the assignment.

200 points: outline & evaluations (4 peer/1 self) =75 points, presentation=125

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<sup>1</sup> PLEASE NOTE: IF YOU STAND AND READ FROM A MANUSCRIPT DURING ANY PART OF THE PRESENTATION, YOU WILL FAIL.