

S5: Digital Speech

public speaking + digital technologies

COMS 195-03 | Fall 2016 | Jonathan Hunt

YouTube launched in 2005, and changed public speaking forever. Suddenly, anyone with an internet connection could speak to a million people.

Online speeches or presentations are now a huge (and entertaining) part of the public speaking landscape. To understand how to succeed in this context, we'll study a variety of online videos and YouTube channels. For this "speech" assignment, you'll produce your own video on a topic of your choosing.

This assignment is a chance to bring together

PUBLIC SPEAKING SKILLS and DIGITAL TECHNOLOGIES

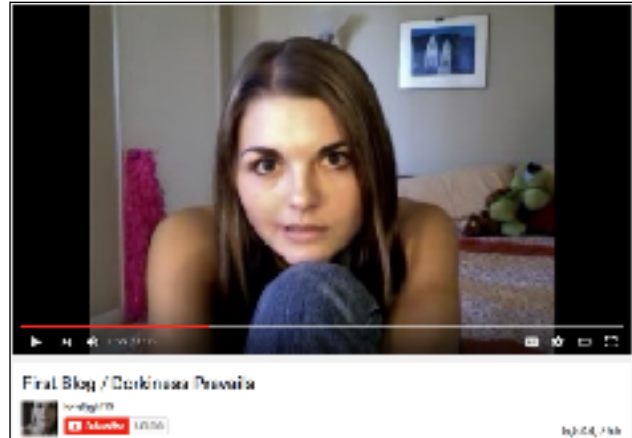
You can choose any topic (bicycle-related) and you can try to reach any audience.

Here are a few options (based on common genres of online videos and podcasts):

- investigate something and tell us about it, the way a journalist or researcher would
- teach or instruct us how to do something
- share something—like a place or an experience—you think is interesting or awesome
- show creative work (for example, art or performance)

Important ingredients for credit:

1. Making multiple versions. As with your other presentations in this class, I'll ask you to record a couple different versions of your S5—call them "drafts."
2. Reading. To prepare for this assignment, please read *A Pocket Guide*, pages 232-238 and 146-150. You should also review past readings for the class.
3. Writing. Along the way, I'll ask you to write a few things so that I can better understand your goals of your S5 (these will be turned in via your course blog):
 - an outline and storyboard of your idea
 - a "write-out" or written text of what you plan to say
 - a description of the audience you would like to reach (with reference to *A Pocket Guide*, 36-46)
 - a discussion of how you will establish and maintain credibility with this audience (with reference to Tseng and Fogg, J. Treasure, W. Horner, *A Pocket Guide*, or other relevant sources on credibility).
 - a self-assessment/reflection



lonelygirl15, an early YouTube channel that turned out to be a hoax

- ★ 1-3 minutes, in digital media form (video or audio)
- ★ clearly intended audience
- ★ appropriate vocal variety
- ★ appropriate visual variety
- ★ appropriate credibility: trustworthiness and knowledge/expertise in relation to an audience
- ★ Practice, practice, practice