

ASSIGNMENT

Your Sales Speech is your opportunity to persuade listeners to purchase your favorite book or movie. Your goal is to highlight the benefits and positive attributes of your book or movie so that listeners would be interested in buying it.

REQUIREMENTS

Length: 3-4 minutes of video

Content: You MUST include a brief overview of the book/movie to introduce it to listeners who may be unfamiliar with it. You MUST also explain why this book/movie is good and worth buying. Attributes you might focus on include:

- Relevance of the content to Trine Students
- Likeability or relatability of characters
- Quality of the writing/filming/acting/directing
- Quality of description, special effects, etc.
- Ways the book/movie represent/signify a particular genre
- Value as compared to other products

You MUST also include information about where to purchase this book/movie and an approximate price.

Organization: Your introduction should briefly (under 1 minute) explain the plot, characters, context of the book/movie. You MUST use the remaining 2-3 minutes to explain why this book/movie is worth buying and conclude with an overview of your reasons for purchasing this book/movie.

Delivery: YouTube Video

SUBMISSION GUIDELINES & DETAILS

DUE DATE: Saturday Feb. 15, 2014 by 11:59pm

Submission Format: .YouTube Video

Submission Locations: You need to submit your audio file as a link in 2 places:

- 1.) **Moodle Assignment:** In the Speeches Section on Moodle
- 2.) **Moodle Discussion Board:** In the Peer Review Section on Moodle

ASSESSMENT (This speech is worth 50 points toward your final grade for the course.)

	Content	Organization	Delivery
An A Speech 45-50 points	<ul style="list-style-type: none"> •Communicates an overview of the book/movie, but limits details to those necessary to understand the book/movie •Communicates multiple reasons to purchase the book/movie, showing awareness of audience by appealing to their experiences, interests, and beliefs •Supports reasons with evidence from the book/film and personal experience •Clearly, but concisely, describes where to purchase item and approximate cost 	<ul style="list-style-type: none"> •Has a clear introduction that reveals the name of the book/movie and offers a brief overview of the book/movie •Provides multiple, clearly identifiable reasons for purchasing the book/movie •Conclusion clearly reviews/communicates the reasons for buying the book/movie and leaves listeners confident about purchasing the product and where to purchase the product 	<ul style="list-style-type: none"> •Speaker speaks clearly and confidently •Speaker shows awareness of audience by speaking directly to them and focuses on their needs and interests •Is interesting to listen to •Has nearly complete absence of vocal fillers (uhh's and ahh's) •Is submitted on time with the appropriate file types
A B Speech 40-44 points	<ul style="list-style-type: none"> •Communicates an overview of the book/movie, and mostly limits details to those necessary to understand the book/movie, but has a few unnecessary details •Communicates multiple reasons to purchase the book/movie, showing moderate awareness of audience by appealing to their experiences, interests, and beliefs, but could appeal more directly to the audience in a few spots •Supports reasons with evidence from the book/film and personal experience but has a few spots where more evidence is necessary •Mostly clearly, but concisely, describes where to purchase item and approximate cost, but needs a few additional details 	<ul style="list-style-type: none"> •Has a mostly clear introduction that reveals the name of the book/movie and offers a brief overview of the book/movie, but leaves out a few important details or provides too many non-essential details •Provides multiple identifiable reasons for purchasing the book/movie, but a few reasons are not distinct or are difficult to understand •Conclusion mostly clearly reviews/communicates the reasons for buying the book/movie but leaves listeners slightly unsure about purchasing the product or where to purchase the product 	<ul style="list-style-type: none"> •Speaker speaks clearly and confidently •Speaker shows awareness of audience by speaking directly to them, but occasionally forgets to focus on their needs or interests •Is interesting to listen to, but drags in a few spots •Has a minimal use of vocal fillers (uhh's and ahh's) •Is submitted on time with the appropriate file types
A C Speech 35-39 points	<ul style="list-style-type: none"> •Communicates an overview of the book/movie, and mostly limits details to those necessary to understand the book/movie, but has some unnecessary details •Communicates multiple reasons to purchase the book/movie, showing moderate awareness of audience by appealing to their experiences, interests, and beliefs, but could appeal more directly to the audience in some spots •Supports reasons with some evidence from the book/film and personal experience but has some spots where more evidence is necessary •Describes where to purchase item and approximate cost, but needs some additional details 	<ul style="list-style-type: none"> •Has an introduction that reveals the name of the book/movie and offers a brief overview of the book/movie, but leaves out some important details or provides too many non-essential details •Provides multiple identifiable reasons for purchasing the book/movie, but some of reasons are not distinct or are difficult to understand •Conclusion reviews/communicates the reasons for buying the book/movie but leaves listeners unsure about purchasing the product or where to purchase the product 	<ul style="list-style-type: none"> •Speaker speaks generally clearly and confidently •Speaker shows some awareness of audience by speaking directly to them, but frequently forgets to focus on their needs or interests •Is generally interesting to listen to, but drags in several spots •Has noticeable use of vocal fillers (uhh's and ahh's) •Is submitted on time with the appropriate file types

	Content	Organization	Delivery
A D Speech 30-34 points	<ul style="list-style-type: none"> •Communicates an overview of the book/movie, but doesn't limit details to those necessary to understand the book/movie and spends too much time on overview •Communicates at least 1 reason to purchase the book/movie, showing limited awareness of audience by appealing to their experiences, interests, and beliefs, but could appeal more directly to the audience in most spots •Supports reasons with some evidence from the book/film and personal experience but has some spots where more evidence is necessary •Describes where to purchase item or approximate cost, but needs many additional details 	<ul style="list-style-type: none"> •Has an introduction that reveals the name of the book/movie but doesn't offer a brief overview of the book/movie, OR leaves out many important details or provides too many non-essential details •Provides reasons for purchasing the book/movie, but most of reasons are not distinct or are difficult to understand •Conclusion minimally reviews/communicates the reasons for buying the book/movie but leaves listeners highly unsure about purchasing the product or where to purchase the product 	<ul style="list-style-type: none"> •Speaker occasionally speaks clearly and confidently •Speaker shows little awareness of audience by occasionally speaking directly to them, but consistently forgets to focus on their needs or interests •Is minimally interesting to listen to, but drags throughout most of the speech •Substantial and distracting use of vocal fillers (uhh's and ahh's) •Is submitted on time with the appropriate file types
An F Speech Less than 30 points	<ul style="list-style-type: none"> •Communicates something about the book/movie, but doesn't offer a clear description and spends too much time on overview •Communicates no clear reason to purchase the book/movie, showing little or no awareness of audience by failing to appeal to their experiences, interests, and beliefs •Supports reasons with some evidence from the book/film and personal experience but has some spots where more evidence is necessary •Describes minimally or not at all where to purchase item or approximate cost, but needs many additional details 	<ul style="list-style-type: none"> •Has an introduction that either doesn't reveal the name of the book/movie or offer a brief overview of the book/movie •Provides no identifiable reasons for purchasing the book/movie •Conclusion fails to review/communicate reasons for buying the book/movie and leaves listeners completely unsure about purchasing the product or where to purchase the product 	<ul style="list-style-type: none"> •Speaker rarely speaks clearly and confidently •Speaker shows little or no awareness of audience by rarely speaking directly to them, and consistently focusing on the speaker's rather than audience's needs and interests •Is not interesting to listen to •Substantial and distracting use of vocal fillers (uhh's and ahh's) •Is submitted late or not at all OR is submitted with inappropriate file types