Guidelines for Presentations – COMM 562

In a 20 minute group presentation your group will present the main ideas and concepts in your assigned article, and present the **author's analysis** of at least two (and up to six) data fragments from the article that illustrate the key points in the article. The data fragments in the article should be performed clearly and convincingly by members of your group so that students in the class get a good feel for the data and can easily access the analysis presented in the article. Students in the class should get a good overview of the argument being made in the article and see how the main points are clearly illustrated through presentation of the data fragments.

While groups will be working together on the presentation, each individual group member will take a specific role in the preparation of the presentation. Each individual's grade will reflect both their own personal score (75%) and the group's grade as a whole (25%).

The following primary responsibilities should be assumed by members of the group and on the handout it should clearly state who took responsibility for what so individual efforts toward the presentation may be recognized in the individual grade:

Introduction: One presenter will introduce the article and explain the main analytic LSI ideas or concepts that guide the analysis of the article. Main terms used in the article should be identified and clearly defined. This presenter should also introduce the setting and kind of data that is presented by the authors or any details about the method used to do the research.

Conclusion At the end of the presentation, one presenter should discuss the main findings, conclusions and/or implications of the article. This presenter should also remind the audience once more how these points were explicitly related to the data fragments that were presented.

Data fragments: Two of the presenters in the group (or 1 if the group only has 3 members) will discuss at least 2 data fragments each by highlighting the main points line by line that the author(s) makes about the data fragment in the analysis. Before each data fragment is discussed, members of the group should convincingly perform the data fragment (with other groups members help as needed) and members will be evaluated on this performance. The presenter who presents a data fragment will be evaluated on the ability of the group member to speak in his or her own words about the data analysis.

Hand out: Although any cost associated with making a handout should be distributed across the group members, one presenter should take the main responsibility for layout of a handout that is easy to read and well organized. This person should also take responsibility to make enough copies of the handout for the class. This presenter should make sure that main points covered in the presentation are on the handout in a concise easy to understand way, and is also responsible to make sure that the transcripts being presented are reproduced on the handout. The handout must include the title and author(s)

of the article, the first and last names of the presenters, their main roles in the presentation, data fragments presented, a summary of the introduction, conclusion and an explanation of any key LSI concepts or terms that frame or support the analytic points. Data fragments are easiest and cleanest to incorporate into a handout if you photocopy the page with data fragment, literally clip the fragment out of the photocopy with a scissors, and tape the fragment onto the page of your master for the handout. DO NOT reproduce the data by retyping the fragment unless you can reproduce the fragment in its entirety with all symbols and details of the talk remaining intact. Make 45 copies of the handout!

The presentation as a whole may not take more than 20 minutes. Please time your presentation to make sure it fits within this time frame. Points will be deducted for presentations that go over time.

The group grade will constitute 25% of each individual's grade and will be based on overall coherence and clarity of the presentation of the reading and staying within time limit and ability to answer audience questions and generate.

Individual presenters will be graded on how well they perform the rolls they take on and how much they contribute to the overall effort of the group.

All presenters should be aware that they should use their own words to discuss the article and the analysis of the data. It is not acceptable to read word for word from the text you are presenting. Group members must turn in any notes or outline that is used to present from.

I encourage you to start reading and understanding your article early. Please come see me or e-mail me if you have questions about your article or difficulty understanding it. It is not acceptable during your presentation to start to ask me questions about the article you are presenting or to spend presentation time telling us all the things you didn't understand about the article. It is your responsibility to do your best to read in detail and understand the article you are presenting and to seek help early if you have any difficulty with the article.

Please don't hesitate to contact me with any questions about the presentation!!