

**MPM731 – Business Communication for Managers
T3, 2020**

Assessment 2: Public Communication

Part A: Topic reflection / blog (1000 words 10%) due Monday 8:00pm AEDT 11th January 2021

Part B: Written Communication (1500 words 20%) due Monday 8:00pm AEDT 11th January 2021

Part C: Video presentation (5 minutes 10%) due Monday 8:00pm AEDT 11th January 2021

Note: We mark each component as part of **ONE** complete assignment.

Individual Task

	Part A: Topic reflection / blog 10%	Part B: Written Communication 20%	Part C: Video recording (including transcript) 10%
Due Date & Time (by 5.00 pm AEST):	<ol style="list-style-type: none"> 1. Topic 4 – Oral Presentation / Public Relations 2. Topic 5 – Self Awareness 3. Topic 6 – Intercultural Communication 4. Topic 7 – Negotiation and Conflict Management <p align="center"><u>Due: 8.00pm AEDT Monday 11th January 2021</u></p>	<p align="center">Public Written Communication</p> <p align="center"><u>Due: 8.00pm AEDT Monday 11th January 2021</u></p>	<p align="center">Multimedia video presentation</p> <p align="center"><u>Due: 8.00pm AEDT Monday 11th January 2021</u></p>
Percentage of Final Grade: 40%	Topic reflection - 10%	Public Written Communication - 20%	Multimedia video presentation - 10%
Length: 2500 words	1,000 words (250 words per topic)	Public Written Communication - 1500 words	Multimedia video presentation - 5 minutes (including transcript)

Learning Outcome Details

Unit Learning Outcome (ULO)	Graduate Learning Outcome (GLO)
ULO 2: Identify, utilise and apply appropriate communication styles and channels.	GLO2: Communication GLO8: Global citizenship

ULO 4: Display, communicate and reflect on communication challenges facing managers in business environments.

GLO2: Communication

GLO8: Global citizenship

Assessment Feedback:

Please refer to the Assessment 2 rubrics at the end of this document and/or on CloudDeakin for the assessment criteria and required performance levels.

Students will receive their marks and feedback on the unit site within 15-working days of timely submission. There will be opportunities to discuss the approach to this assessment task with teaching staff in seminars and online discussion boards.

Assessment Description:

The purpose of this assessment task is to provide you the opportunity to apply theoretical concepts covered throughout on topics from Parts 2, 3 and 4 of Dwyer (2016) such as public relations, communicating through visuals, oral presentation and writing for the professions.

Why is written communication important in public relations? Communication plays a vital role in effective public relations. It's very important that an organisation can communicate their message well so that all parties are on the same page. The organisation that is doing the public relations must understand exactly what it is their other party wants for exposure. For example, a speech that the Vice Chancellor delivers could be public writing. An advertisement for Telstra could also be public writing. Public writing is a message that someone expresses through writing, and is revealed publicly. The main purpose is to gain exposure, or to get a message across to the public.

In this assessment task, you are to provide a written communication of 1500 words; Multimedia video presentation (DeakinAir CaptureSpace) of five (5) minutes maximum; and a topic reflection of 1000 words.

Assessment Requirements

You are to complete two (2) parts:

Part 1:

1. As part of your **weeks 4, 5, 6 and 7** class / seminar / Cloud activities, you are required to work with other members. You are to take notes from the discussion topics:
 - ✓ Topic 4 – Oral Presentation / Public Relations
 - ✓ Topic 5 – Self-awareness & Emotional Intelligence
 - ✓ Topic 6 – Intercultural Communication
 - ✓ Topic 7 – Negotiation and Conflict Management

In your topic activities (during weeks 4, 5, 6 and 7), you will need to identify the key issues/themes from activities provided for each topic with other members in the class / Cloud.

Each student is required to reflect on both their own contribution to the group discussions and their personal learning, and submit a written reflection on the **four (4) topics**:

Oral Presentation / Public Relations; Self- awareness & Emotional Intelligence; Intercultural Communication; Negotiation and Conflict Management

=>> 250 words on each topic commentary on the following question:

What was my most significant contribution in terms of identifying the key issues and analysing the content of the topic during the discussion?

The focus here is on your experience within the group. In answering this question, you should also provide examples on what actions/behaviours you exhibited within your group, and how/why these happened, drawing on relevant theory where appropriate. Some potential areas to consider could be: cross-cultural issues; problem-solving; communication; ethical concerns; and group dynamics.

You may write in the first person (i.e. use of “I” is acceptable). Where the words and ideas of other authors are included, these should be acknowledged with correct use of the [Harvard style of referencing](#).

NOTE: The weekly submission at end of each topic is encouraged so that you can reflect on your learning and group contributions in a timely manner. Students can show their contribution to the group discussion with their classmates, Cloud topic discussion forums, the weekly classes and seminars.

NOTE: DO NOT use WordPress for your Topic reflection.

Part 2:

2. **Written communication of ONE (1) *message* to TWO (2) different *audiences*** i.e. one *external stakeholder* and the other *internal stakeholder*.

You are required to provide:

- a)** A brief ***Introduction*** that provides context for the situation and an explanation for your choice of stakeholder groups. **(200 words)**

In your Introduction, you are to outline the '**situation**' and context of the stakeholder groups. The situation should be **actual** as hopefully you will have some knowledge and familiarity.

It is also acceptable to select a situation that would be likely to occur in the future, but be sure to apply it to the present timeframe.

You also need to identify the stakeholders you are addressing in your strategy and explain why you chose them.

You should also **explain the choice of selected media** (i.e. Press Release and PowerPoint presentation) for **each stakeholder**. For example, you prepare a Press Release for your external stakeholders; and a multimedia PowerPoint presentation for your internal stakeholders.

- b)** A written ***Press Release*** to get your message across to an external stakeholder. **(500 words)**

- c)** A ***Multimedia Video Presentation*** to get your message across to your selected internal stakeholder group. **(500 words, includes speech transcript for the 5-minute audio)**

Your multimedia video presentation will be created in PowerPoint (PPT) and recorded using DeakinAir Kaltura CaptureSpace. Information regarding installing Kaltura – CaptureSpace to record a personal video – <https://blogs.deakin.edu.au/learning-innovations/wp-content/uploads/sites/8/2019/08/Installing-Kaltura-Capture.pdf>

Please note that when you are uploading your video to Deakin Air, make sure you set the video to [**Unlisted**] so that you can share the link with the markers. This section is below the abstract box when you enter your data. Only people with the link can view your video. If your link says 'my media' your video is not set to unlisted.

You will need to submit your PPT slides, transcript and DeakinAir link.

- d)** A ***reflection*** on the key elements you have learnt, seen or experienced when you developed **a** message for the written Press Release and PowerPoint presentation for your two different stakeholders. **(300 words)**

Remember that while the *purpose* of your message to your stakeholder group/s will be the *same* in the two media types, the selection of information, form and tone of your message will vary.

Before you submit this assignment, remember to check the General Requirements and Resources for this Assessment.

Presentation and Formatting:

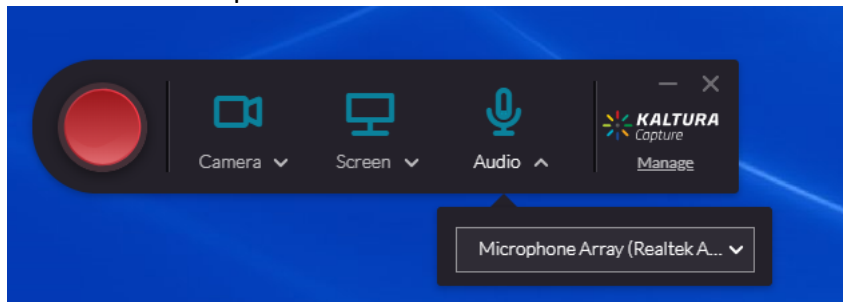
Part A:

Each topic reflection must be submitted in MS WORD format only.

Parts B & C:

You will submit 3 files - an MS WORD file; a PowerPoint file; and a DeakinAir link.

1. You must include the following sections in your MS WORD file:
 - Introduction (200 words)
 - Press Release (500 words)
 - Speech Transcript - Multimedia video presentation (500 words)
 - Reflection (300 words)
 - Reference List in the Deakin Harvard style (if sources have been cited)
2. PowerPoint file (Multimedia video presentation)
3. DeakinAir link set to [**Unlisted**] (Multimedia video presentation)
 - Copy and paste the DeakinAir link into the Submission Comment Box.
 - You **MUST** include some proof of ID (ie. student card with your photo), by using:
 - i. Kaltura Capture allows users to select both the entire screen, and camera/audio



- ii. Provide a scanned image of student ID card in an appendix

Submission Instructions

- Submit your assignment online via CloudDeakin site.
- Your Assessment 2 is to be submitted online in the assignment submission area provided on CloudDeakin.
- You will receive an email to your Deakin email address confirming that your assignment has been submitted.
- You should check that you can see your assignment in the Submissions view of the Assignment drop box folder after upload; and check for and keep the email receipt for the submission.
- You must keep a backup copy of every assignment you submit, until the marked assignment has been returned to you. In the unlikely event that one of your assignments is misplaced, you will need to submit your backup copy.
- Any work you submit may be checked by electronic or other means for the purposes of detecting collusion and/or plagiarism.

You must keep a backup copy of every assignment you submit, until the marked assignment has been returned to you. In the unlikely event that one of your assignments is misplaced, you will need to submit your backup copy.

Notes

- **Penalties for late submission:** The following marking penalties will apply if you submit an assessment task after the due date without an approved extension: 5% will be deducted from available marks for each day up to five days, and work that is submitted more than five days after the due date will not be marked. You will receive 0% for the task. 'Day' means working day for paper submissions and calendar day for electronic submissions. The Unit Chair may refuse to accept a late submission where it is unreasonable or impracticable to assess the task after the due date.
- For more information about academic misconduct, special consideration, extensions, and assessment feedback, please refer to the document ***Your rights and responsibilities as a student in this Unit*** in the first folder next to the Unit Guide of the Resources area in the CloudDeakin unit site.
- **Building evidence of your experiences, skills and knowledge (Portfolio)** - Building a portfolio that evidences your skills, knowledge and experience will provide you with a valuable tool to help you prepare for interviews and to showcase to potential employers. There are a number of tools that you can use to build a portfolio. You are provided with cloud space through OneDrive, or through the Portfolio tool in the Cloud Unit Site, but you can use any storage repository system that you like. Remember that a Portfolio is YOUR tool. You should be able to store your assessment work, reflections, achievements and artefacts in YOUR Portfolio. Once you have completed this assessment piece, add it to your personal Portfolio to use and showcase your learning later, when applying for jobs, or further studies. Curate your work by adding meaningful tags to your artefacts that describe what the artefact represents

Assignment 2 – Rubric

Criteria	Unacceptable/Not attempted	Needs improvement	Acceptable	Good	Very good	Excellent
<p>Communication: Context, audience and purpose (GLO2 – ULO2)</p> <p>Demonstration of awareness of different audiences in the Introduction, written Press Release and PowerPoint Presentation</p> <p>(10 marks)</p>	<p>Demonstrates no awareness of context and/or purpose so that the audience is very unlikely to be engaged, informed or motivated. Knowledge and ideas are not transferred effectively.</p> <p>(0 - 2.9 marks)</p>	<p>Demonstrates inconsistent awareness of context and/or purpose so that the audience is unlikely to be engaged, informed or motivated. Knowledge and ideas are rarely transferred effectively.</p> <p>(3 - 4.9 marks)</p>	<p>Demonstrates basic awareness of context and/or purpose so that the audience is slightly engaged, informed and motivated. Knowledge and ideas transferred effectively at times.</p> <p>(5 - 5.9 marks)</p>	<p>Demonstrates consistent awareness of context and/or purpose so that the audience is reasonably engaged, informed and motivated. Knowledge and ideas generally transferred effectively.</p> <p>(6 - 6.9 marks)</p>	<p>Demonstrates a thorough understanding of context and purpose so that the audience is highly engaged, informed and motivated. Knowledge and ideas transferred effectively.</p> <p>(7 - 7.9 marks)</p>	<p>Demonstrates an exemplary and comprehensive understanding of context and purpose so that the audience is outstandingly engaged, informed and motivated. Knowledge and ideas transferred systematically and effectively.</p> <p>(10 marks)</p>
<p>Communication: Content development and presentation (GLO2 – ULO4)</p> <p>Structure and presentation of content in written Press Release and Powerpoint Presentation</p> <p>(10 marks)</p>	<p>Uses inappropriate and/or irrelevant content to present basic ideas.</p> <p>Written messages are inaccurate, misleading or superficial. Language is poor and makes comprehension of the organisational message difficult.</p> <p>(0 - 2.9 marks)</p>	<p>Mostly uses inappropriate and / or irrelevant content to present basic ideas.</p> <p>Written messages are lacking in substance and authority. Language is problematic, causing the organisational message to lack conviction and professionalism.</p> <p>(3 - 4.9 marks)</p>	<p>Mostly uses appropriate and relevant content to present ideas, demonstrating a moderately clear knowledge of the content. Written messages are adequate, but inconsistent, raising questions relating to the logic of the message. Language is problematic, with errors in expression and argument detracting from appreciation of the organisational message(5-5.9marks)</p> <p>(5 - 5.9 marks)</p>	<p>Uses appropriate, relevant, and compelling content to present a clear and coherent exposition of knowledge and ideas.</p> <p>Written messages are reasonably concise and fluent. Some flaws in flow and structure.</p> <p>(6 - 6.9 marks)</p>	<p>Consistently uses appropriate, relevant, and compelling content to present a clear and coherent exposition of complex knowledge and ideas.</p> <p>Written messages are clear, concise and fluent. Professional and articulate use of language. Logical flow and structure.</p> <p>(7 - 7.9 marks)</p>	<p>Consistently and effectively uses appropriate, relevant, and compelling content to present a clear, coherent and professional exposition of complex knowledge and ideas.</p> <p>Written messages are very clear, comprehensive, concise and fluent. Dynamic and persuasive use of language. Logical flow and structure.</p> <p>(10 marks)</p>

<p>Communication: Oral presentation delivery (GLO2 – ULO2) Use of voice (volume, pace, variation, audibility, clarity) to deliver a 5-minute oral presentation (10marks)</p>	<p>Delivery techniques and vocal expressiveness make oral presentation difficult to follow. Timing does not meet the 5 minute limit. (0 -2.9 marks)</p>	<p>Delivery techniques and vocal expressiveness make oral presentation often difficult to follow. Timing does not meet the 5 minute limit to a satisfactory standard. (3 - 4.9 marks)</p>	<p>Delivery techniques and vocal expressiveness make oral presentation satisfactorily interesting, credible, compelling, polished, and engaging. Timing is adequate. (5-5.9 marks)</p>	<p>Delivery techniques and vocal expressiveness make oral presentation reasonably interesting, credible, compelling, polished, and engaging. Timing is good. (6-6.9 marks)</p>	<p>Delivery techniques and vocal expressiveness make oral presentation mostly authoritative, interesting, credible, compelling, polished, and engaging. Timing is very good. (7-7.9 marks)</p>	<p>Delivery techniques and vocal expressiveness make oral presentation consistently authoritative, interesting, credible, compelling, polished, and engaging. Timing is excellent. (10 marks)</p>
<p>Communication and Global Citizenship (GLO2 & GLO8 – ULO2) Demonstration of learning for each of the four (4) topics (10 marks)</p>	<p>Overview of the elements of each of the four topics provides an inadequate summary. Demonstrates no understanding of the complexity of elements important to members of other cultures in relation to communication styles. Uses basic English marred by errors that frequently impede meaning. (0 -2.9 marks)</p>	<p>Overview of the elements of each of the four topics provides a somewhat inadequate summary. Demonstrates limited understanding of the complexity of elements important to members of other cultures in relation to communication styles. Mostly uses basic English marred by errors that often impede meaning. (3 - 4.9 marks)</p>	<p>Overview of the elements of each of the four topics provides an adequate summary. Demonstrates an acceptable level of understanding of the complexity of elements important to members of other cultures in relation to communication styles. Satisfactorily uses clear English that conveys meaning with clarity and fluency. (5-5.9 marks)</p>	<p>Overview of the elements of each of the four topics provides a good summary. Demonstrates a high level of understanding of the complexity of elements important to members of other cultures in relation to communication styles. Competently uses advanced and clear English that expertly conveys meaning with clarity and fluency. (6-6.9 marks)</p>	<p>Overview of the elements of each of the four topics provides a very good summary. Demonstrates sophisticated understanding of the complexity of elements important to members of other cultures in relation to communication styles. Consistently uses sophisticated English that skillfully communicates meaning with clarity and fluency; and is almost error- free. (7-7.9 marks)</p>	<p>Overview of the elements of each of the four topics provides an excellent summary. Demonstrates very sophisticated and deep understanding of the complexity of elements important to members of other cultures in relation to communication styles. Consistently uses sophisticated English that skillfully communicates meaning with high level of clarity and fluency; and is error-free. (10 marks)</p>