

Project Topic Proposal

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## **Introduction**

For this project I will create and present three five minute (minimum) video speeches to include an informational speech, a persuasive speech and a demonstration speech. Each speech will target a specific audience and be supported in research.

### **Informational Speech**

An informational speech provides the audience with an “overview of a concept, a special occasion speech, a lecture or similar” (Ottawa University, 2014, p. 4). Hiring is always a risk, the role of the interview process is to assure that by pre-screening and interviewing, the inherent risk in selecting a poor candidate is minimized. The objective of this speech is to provide information addressing the employer and/or hiring manager interview process. This process supports the desired outcome of selecting and hiring the best candidate for a vacant position, within the guidelines of employment law and who is qualified, competent and will “fit” the organization and its operating needs. The scope of this speech includes an overview of such interviewing concepts as setting the stage for an interview, preparing for an interview, interview techniques and interview do’s and don’ts. Information for this speech may be obtained from newspapers, online articles and journals.

I selected this informational topic as it directly relates to my current career position. As the Director of Employment Services within my organization, I am responsible to provide training regarding all aspects of employment to include the interview process.

### **Persuasive Speech**

A persuasive speech is one that evokes an, “emotional and logical appeal to an audience to think and act about a certain topic, in either a one or two sided argument” (Ottawa University, 2014, p. 4). This objective of this speech is to identify and address the complexities veterans are experiencing since returning from recent wars and answer the question is enough being done to

assist veterans? The scope of the speech will include a review of economic issues such as unemployment and homeless rates as well as physical and mental health related issues. This speech serves as a call to action, to persuade and encourage others to demand improved care for veterans. Information for this speech may be obtained from newspapers, online articles and journals. Visual aids depicting statistical data may also be used to support this speech.

I selected this persuasive speech topic because as a veteran I believe I have a social responsibility to bring awareness to the topic and influence others to call for increased action to be taken addressing veterans' care.

### **Demonstration Speech**

A demonstration speech provides a “step by step process that outlines a process and pattern for teaching the audience something, in conversational tone, with extemporaneous delivery and includes visual aids if necessary” (Ottawa University, 2014, p. 4). The objective of this speech is to provide a step by step demonstration on how to crackle or antique a piece of furniture. The scope of the demonstration will include all phases of the process such as preparing the furniture to the materials required to complete the project. The desired outcome of this speech is to provide end-users with a functional teaching tool that can be used to successfully crackle or antique furniture.

While this speech topic had no direct educational or career goal it does apply to my personal interest in restoring and repurposing as an alternative to purchasing new furniture or other items. Creating and presenting this speech however, will enhance my public speaking ability.

### **Conclusion**

In conclusion, this final project consisting of three five minute video speeches will enhance my knowledge regarding the topics outlined within each speech, increase my

understanding regarding the difference between informational, persuasive and demonstration speeches and improve my public speaking skills. Additionally, this project will demonstrate my ability to think and write critically and apply my learning outcomes related to the discipline of Communication.

References

Ottawa University. (2014). COM-4900-FA-2014-OB: *Final capstone project*. (p.4) from  
[https://ottawau.blackboard.com/courses/1/COM-49100-FA-2014-OB/content/\\_1370716\\_1/dir\\_week1.zip/index.html](https://ottawau.blackboard.com/courses/1/COM-49100-FA-2014-OB/content/_1370716_1/dir_week1.zip/index.html)