**Content Analysis Assignment**

Points 100

Pages- 3-4

Presentation- 3 minutes (30 point assignment)

The first in our series of major projects requires you to take what we have learned thus far about Communication and perform a content analysis of a public address. You will create an individual written analysis, and a 3 minute presentation.

You can start by using a website- like americanrhetoric.com, Tedtalks, or do a search for a particular speech or speaker that you have in mind. The speech must be something you can view!

You will have to watch the speech several times to really get a sense of the speaker’s verbal and non verbal communication. Pay attention to the content that is created and what the speaker is communicating. Your paper should cover the following:

1. Who is your speaker (include any pertinent biographic information)

2. What is the context (time/place) that the address is given

3. Comment on the speakers content (what are they trying to accomplish), Aristotle’s appeals and the addresses overall effectiveness (did it accomplish it’s goals)

4. Comment on the use of verbal and non verbal communication

5. Finally draw some conclusions on the power of communication based on all that we have learned in class.

6. Prepare and present your findings in a 3-4 page paper to be submitted through the course blackboard site a 3 minute presentation to the class so that we can all learn from your analysis.

You should support using 2 sources- The text can be one. APA style please.

APA guide: <https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html>