

## MODUL

MATA KULIAH : **PRODUCTIVE SPEAKING**

KODE MATA KULIAH : MJU.KIP.BING – 020



Oleh:

**INDAH WERDININGSIH, M. Pd**

**PROGRAM STUDI PENDIDIKAN BAHASA INGGRIS**

**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

**UNIVERSITAS MUHAMMADIYAH JEMBER**

**TAHUN 2020**

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STAKAAN  
MADIYAH JEMBER

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**BAHAN KULIAH PRODUCTIVE SPEAKING**

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**DAFTAR REVISI**

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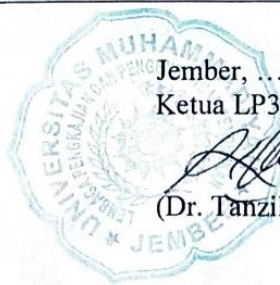
UNIVERSITAS MUHAMMADIYAH JEMBER  
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Jember, .....2020  
Ketua LP3,  
*(Signature)*  
(Dr. Tanzil Huda, M.Pd)



**UNIVERSITAS MUHAMMADIYAH JEMBER**  
**LEMBAGA PENGAJIAN DAN PENGEMBANGAN PENDIDIKAN**  
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## **KATA PENGANTAR**

Alhamdulillah robbal alamin, puji syukur kehadiran Allah SWT yang telah melimpahkan segala rahmat dan hidayahnya sehingga penulis dapat menyelesaikan modul pembelajaran dengan baik.

Modul ini disusun dengan maksud untuk membantu dan mempermudah mahasiswa dalam mengikuti mata kuliah Productive speaking. Selain itu, modul ini dibuat untuk menambah wacana bagi pembelajar bahasa asing lainnya dalam upaya meningkatkan kemampuan Berbicara (Speaking skill)

Cakupan bahasan dari modul ini disesuaikan dengan capaian pembelajaran yang telah disusun sebelumnya oleh Tim Kurikulum Prodi Pendidikan Bahasa Inggris berdasarkan Kurikulum yang berlaku yaitu KKNI.

Penulis berharap semoga modul ini bisa memberikan kontribusi yang bermanfaat bagi para pengguna. Kritik dan saran dari para pengguna demi terbentuknya modul yang bermutu akan sangat penulis terima dengan senang hati. Kritik dan saran bisa disampaikan melalui email dengan id [indah\\_andin@unmuhjember.ac.id](mailto:indah_andin@unmuhjember.ac.id)

Jember, Maret 2020

Penulis

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### COURSE LEARNING OUTCOME

<b>Course</b>	<b>Course learning outcome</b>	<b>Meeting</b>	<b>Topic</b>
Productive Speaking	1. Students are able to apply in oral communication: promote and sell a product	2-6	Promoting and selling product
	2. Students are able to perform as a public speaker in front of audiences	7-10	Public speaking
	3. Students are able to apply in oral communication: interview a reliable source asking about the current issues and report the news	11-13	How to be a News Reporter

## PRODUCTIVE SPEAKING (MJU.KIP.BING – 020, 2 SKS)

### 1. Tinjauan Mata Kuliah :

a. Diskripsi singkat (abstraksi) mata kuliah secara keseluruhan.

Productive Speaking aims to develop the students' ability to speak English at the intermediate and pre advance level which covers promoting and selling product, debate, speaking in public, presentation, and reporting news. Students will be reviewed orally on their vocabulary, fluency, content, and detail. In the end of the semester, students are expected to have ability producing ideas in speaking for general English and specific purposes.

b. Manfaat matakuliah bagi mahasiswa (berkaitan dengan profesi kerja, matakuliah selanjutnya, praktikum, dll).

After completing the course the students are able to speak English at the pre-advanced level: all other language, functions, promoting and selling products, public speaking, news report and interviewing, etc.

c. SK dan KD/CP dan Kemampuan akhir yang direncanakan

NO	Capaian Pembelajaran Program Studi:	Capaian Pembelajaran MK
1	S5 Menghargai keanekaragaman budaya, pandangan, agama dan kepercayaan, serta pendapat, atau temuan orisinal orang lain;	1. able to apply in oral communication: promote and sell a product (S10) 2. able to speak in front of public in a proper and appropriate way (S6)
2	S6 Bekerja sama dan memiliki kepekaan sosial serta kepedulian terhadap masyarakat dan lingkungan;	3. able to apply in oral communication: interviewing a reputable source on a current event (S5)
3	S10 Menginternalisasi semangat kemandirian, kejuangan dan kewirausahaan;	4. Students are able to communicate properly and
4	KK10. Mahir berbahasa Inggris lisan dan tulisan dalam	

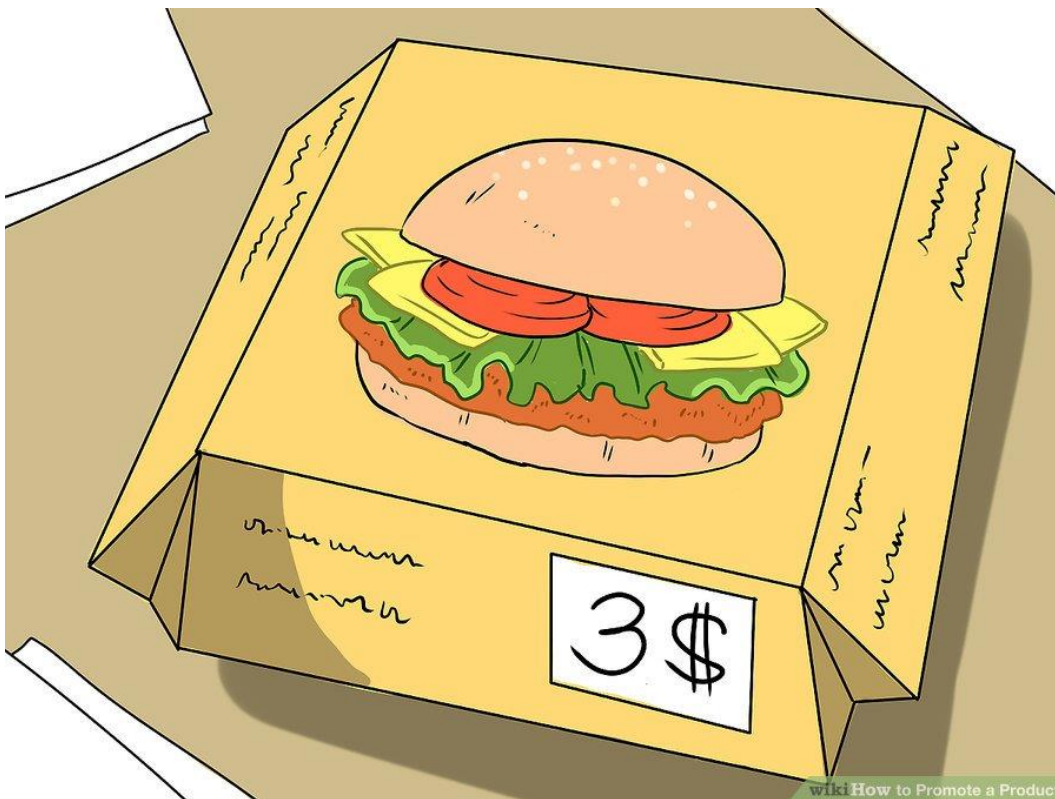
	konteks keseharian/umum, akademis, dan pekerjaan setara tingkat <i>pre-advance</i>	appropriately in intermediate and pre advance level in general English and specific purpose (KK10, PP5, PP7)
5	PP5 Menguasai konsep dan metode keilmuan yang menaungi substansi bidang kajian	
6	PP7 Menguasai konsep teoritis kebahasaan dan teknik berkomunikasi lisan dan tulisan umum ( <i>general English</i> ) dalam konteks keseharian/umum, akademis, dan pekerjaan setara tingkat <i>pre-advance</i>	

## CHAPTER I: PROMOTING AND SELLING PRODUCT

### MEETING 2-6

#### How to Promote a New Product or Service

When it comes to promoting a new product or service for your business, it can seem like there are endless options. It can be difficult to figure out where to get started and which methods of promotion will give you the best results. The truth is that there are many ways to promote your business, and what works may depend on your business. Here are some ways to promote a new service or product for your business.



## 1. Optimizing Your Promotion Strategy



Above all else, try to design your promotions to create a greater need or desire for your product in the marketplace. There's no right way to do this - you may, for instance, decide to increase awareness of your product through an advertising campaign, offer a special deal or "bonus" to make your product more appealing, or engage in public relations work to build inroads with your customers. Often, an effective promotional effort will incorporate all three of these things (or more). Regardless of the path you take, keep your end goal in mind: *You want to make your customers want your product.*

## 2. Present all information clearly and concisely



Modern consumers are constantly bombarded with advertisements and information relating to business's promotional efforts. Because of this, their attention spans are short and they're usually somewhat cynical when given information about a new product in the form of an advertisement, etc. Make all of your promotional efforts clear, quick, and informative without being overly-dense. Prioritize the most important information about your product - namely, whatever makes it a better product than its competitors.

Remember, a short, memorable ad is much more cost-effective than a longer one that's equally memorable.

### 3. Differentiate your product from its competitors



As noted above, you'll want your promotional efforts to emphasize *why your product is a better product than whatever it's competing against*. Does it offer new, exciting features? Is it better-made? Will it save your customers time? Money? Effort? Consumers aren't keen on buying two products that do the exact same thing, so make sure it's obvious that yours is the better choice.

#### 4. Know your customers



Think of promotion as an art form. Just as painters, musicians, writers, and actors must understand their audience in some capacity for their art to produce the emotional effect they desire, so too must you understand your customers as a marketer. Who are they? How wealthy are they? What are their lives like? You'll generally want to conduct market research before promoting your product to ensure your promotions are tailored to strike a chord with your key demographics.

Different types of customers can (and do) respond differently to different promotions. For instance, let's say you're in charge of promoting a new brand of beer at a music festival with a wide variety of acts. Let's say that your company's management wants to market this beer to hip, young businesswomen. In this case, sponsoring one of the acts at the festival is a good promotional idea. However, you'll want to choose carefully - sponsoring an act famous for its misogynistic lyrics, for instance, is a recipe for a PR disaster.



## 5. Couple your promotional efforts with smart PR practices



A successful promotional strategy will increase the visibility and awareness of your brand. However, if you allow your public relations to go sour, this increased visibility can become a liability, rather than a boon. You want your advertisements to serve as reminders of your product's benefits, not of its failing - good PR is crucial for this. Below are just a few of things that great PR strategies shoot for:

- Favorable media coverage
- Increased community engagement
- Effective cross-promotion and partnerships
- Quick, professional responses to crises and bad press

### 1. Meeting 2

- Choose one product to be promoted
- The product could be in a form of goods and services
- Create a PowerPoint presentation describing your product
- The presentation must have at least 10 slides covering the details, function, price, and benefit of using the product

### 2. Meeting 3

- Teacher check the PPT and ask students individually about the product while other students working on their project
- Teacher gives feedback and suggestion for the PPT
- Teacher ask the students to prepare well for the product promotion presentation on next meetings

### 3. Meeting 4-6

- In each meeting there will approximately be 4-6 students to present their PPT
- The time for product promotion presentation is around 15 minutes with additional 10 minutes Question and Answer session with the audience

### Practice

1. Choose a product that you want to promote
2. Give clear description about the product: functions, how to use, price, how to pay, etc.
3. The description is in an interesting and creative powerpoint presentation
4. Bring the real product into the class *if possible* and give some samples to your classmates
5. The time for presentation is within 15 minutes
6. Question and answer session will be provided after the presentation



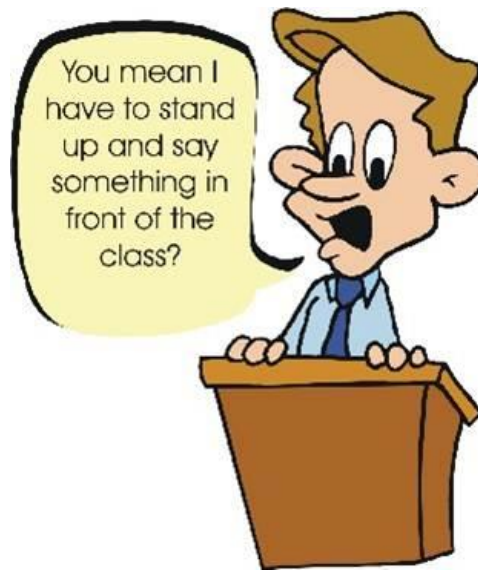
## CHAPTER II: PUBLIC SPEAKING

### MEETING 7-10

Public speaking ... is speaking publicly!

*Here are some examples:*

- Speaking extemporaneously.
- Speaking impromptu (off the cuff)
- Delivering reports.
- Delivering prepared speeches/presentations.
- Accepting and presenting awards.
- Evaluating other member's speeches.
- Speaking inspirationally
- Teaching/instructing
- Performances like singing are also in their own way a form of public speaking



#### *Key Points*

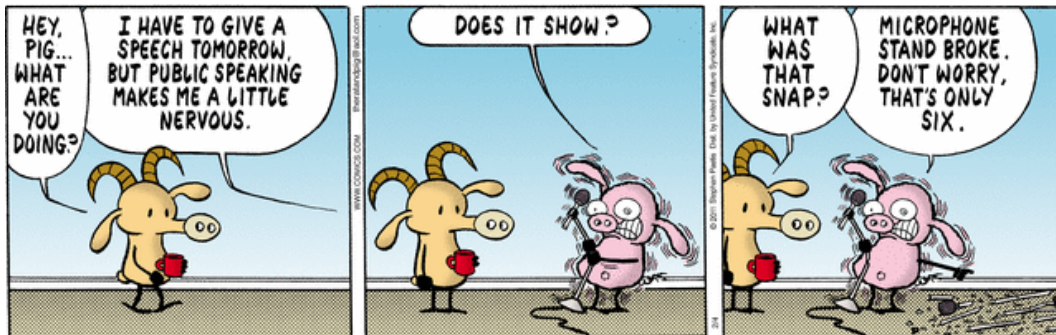
To become a better speaker, use the following strategies:

- Plan appropriately.
- Practice.
- Engage with your audience.
- Pay attention to body language.
- Think positively.
- Cope with your nerves.
- Watch recordings of your speeches.

If you speak well in public, it can help you get a job or promotion, raise awareness for your team or organization, and educate others. The more you push yourself to speak in front of others, the better you'll become, and the more confidence you'll have.

For more information about public speaking please visit:

1. <https://www.mindtools.com/CommSkill/PublicSpeaking.htm>
2. <https://www.nbcnews.com/better/health/9-ways-anyone-can-be-better-public-speaker-ncna779896>



### THE 3 BASIC TYPES OF PUBLIC SPEAKING



- I. **To Inform** – when the speaker is presenting interesting facts or lessons to the audience, or explain how to go about doing something. This could be a teaching lecturing about the Civil War, a student giving an oral report or showing how to decorate a cake or set up a blog, a museum docent explaining the history of painting, or a doctor explaining a procedure.

*Speaking to inform is one of the most important skills a student can develop*

There are three criteria for effective informative speaking:

- The information should be communicated accurately.
- The information should be communicated clearly.
- The information should be made meaningful and interesting to the audience.

*Informative speeches can be classified into four types:*

1. Some informative speeches are about objects
2. Some informative speeches are about processes
3. Some informative speeches are about events
4. Some informative speeches are about concepts

*There are six guidelines for effective informative speaking*

1. Informative speakers should be wary of overestimating what the audience knows.
2. Informative speakers should find ways to relate the subject directly to the audience.
3. Informative speakers should avoid being too technical.
4. Informative speakers should avoid abstractions.
5. Informative speakers should personalize their ideas.
6. Informative speakers should be creative in thinking about ways to achieve their objectives.

- II. To persuade, Motivate, or Take Action** – this is when the speaker will try influencing the audience in some way. The speaker might be trying to change your mind about something, to persuade you to change your opinion, to motivate to change a behavior, or to take action. Some examples are explaining the benefits of a non-profit for the purpose of eliciting donations, trying to get people to change bad eating habits by explaining all the benefits of eating healthily or attempting to convince people to vote against a candidate in an election.

*What Makes a Good Persuasive Speech Topic?*

1. It's Something You Know About or Are Interested in Learning About
2. It's a Topic People Care About
3. It Isn't Overdone

*Topics for a Persuasive Speech*

### **Arts/Culture**

- Should art and music therapy be covered by health insurance?
- Should all students be required to learn an instrument in school?
- Should all national museums be free to citizens?
- Should graffiti be considered art?

- Should offensive language be removed from works of classic literature?
- Are paper books better than e-books?

### **Economic**

- Should all interns be paid for their work?
- Should employees receive bonuses for walking or biking to work?
- Will Brexit hurt or help the UK's economy?
- Should all people over the age of 65 be able to ride the bus for free?
- Should the federal minimum wage be increased?
- Should tipping in restaurants be mandatory?
- Should Black Friday sales be allowed to start on Thanksgiving?

### **Education**

- Should students who bully others be expelled?
- Should all schools require students wear uniforms?
- Should boys and girls be taught in separate classrooms?
- Should students be allowed to listen to music during study hall?
- Should all elementary schools be required to teach a foreign language?
- Should schools include meditation or relaxation breaks during the day?
- Should grades in gym class affect students' GPAs?
- Should teachers get a bonus when their students score well on standardized tests?
- Should children of undocumented immigrants be allowed to attend public schools?
- Should students get paid for getting a certain GPA?
- Should students be allowed to have their cell phones with them during school?
- Should high school students be allowed to leave school during lunch breaks?
- Should Greek life at colleges be abolished?
- Should high school students be required to volunteer a certain number of hours before they can graduate?
- Should schools still teach cursive handwriting?
- What are the best ways for schools to stop bullying?

## **Ethics**

- Should prostitution be legalized?
- Should people with more than one DUI lose their driver's license?
- Should people be required to shovel snow from the sidewalks in front of their house?
- Should minors be able to drink alcohol in their home if they have their parent's consent?
- Should guns be allowed on college campuses?
- Should flag burning as a form of protest be illegal?
- Should welfare recipients be required to pass a drug test?
- Should white supremacist groups be allowed to hold rallies in public places?
- Should assault weapons be illegal?
- Should the death penalty be abolished?
- Should beauty pageants for children be banned?
- Is it OK to refuse to serve same-sex couples based on religious beliefs?
- Should transgender people be allowed to serve in the military?
- Is it better to live together before marriage or to wait?
- Should affirmative action be allowed?
- Should prisoners be allowed to vote?
- Should Columbus Day be replaced with Indigenous Peoples' Day?

## **Government/Politics**

- Should the government spend more money on developing high-speed rail lines and less on building new roads?
- Should the government be allowed to censor internet content deemed inappropriate?
- Should Puerto Rico become the 51st state?
- Should Scotland declare independence from the United Kingdom?
- Whose face should be on the next new currency printed by the US?
- Should people convicted of drug possession be sent to recovery programs instead of jail?
- Should voting be made compulsory?
- Who was the best American president?
- Should the military budget be reduced?

- Should the President be allowed to serve more than two terms?
- Should a border fence be built between the United States and Mexico?
- Should countries pay ransom to terrorist groups in order to free hostages?

### **Health**

- Should minors be able to purchase birth control without their parent's consent?
- Should hiding or lying about your HIV status with someone you're sleeping with be illegal?
- Should governments tax soda and other sugary drinks and use the revenue for public health?
- Should high schools provide free condoms to students?
- Should the US switch to single-payer health care?
- Should healthy people be required to regularly donate blood?
- Should assisted suicide be legal?

### **Religion**

- Should religious organizations be required to pay taxes?
- Should priests be allowed to get married?
- Should the religious slaughter of animals be banned?
- Should the Church of Scientology be exempt from paying taxes?
- Should women be allowed to be priests?
- Should countries be allowed to only accept refugees with certain religious beliefs?
- Should public prayer be allowed in schools?

### **Science/Environment**

- Should human cloning be allowed?
- Should people be allowed to own exotic animals like tigers and monkeys?
- Should "animal selfies" in tourist locations with well-known animal species (like koalas and tigers) be allowed?
- Should genetically modified foods be sold in grocery stores?
- Should people be allowed to own pit bulls?
- Should parents be allowed to choose the sex of their unborn children?
- Should vaccinations be required for students to attend public school?
- What is the best type of renewable energy?
- Should plastic bags be banned in grocery stores?
- Should the United States rejoin the Paris Agreement?



- Should puppy mills be banned?
- Should fracking be legal?
- Should animal testing be illegal?
- Should offshore drilling be allowed in protected marine areas?
- Should the US government increase NASA's budget?
- Should Pluto still be considered a planet?

### **Sports**

- Should college athletes be paid for being on a sports team?
- Should all athletes be required to pass regular drug tests?
- Should professional female athletes be paid the same as male athletes in the same sport?
- Are there any cases when athletes should be allowed to use steroids?
- Should college sports teams receive less funding?
- Should boxing be illegal?
- Should schools be required to teach all students how to swim?
- Should cheerleading be considered a sport?
- Should parents let their children play tackle football?

### **Technology**

- Will robots reduce or increase human employment opportunities?
- What age should children be allowed to have a cell phone?
- Should libraries be replaced with unlimited access to e-books?
- Overall, has technology helped connect people or isolate them?
- Should self-driving cars be legal?
- Should all new buildings be energy efficient?
- Is Net Neutrality a good thing or a bad thing?
- Do violent video games encourage players to become violent in real life?

III. **To Entertain** – this type of speaking is often found at events like banquets, weddings, or dinners. The speaker is usually sharing a funny story or other anecdotal information. Some examples of this would be the best man speech at a wedding or an after-dinner speech given by a host of a party to thank guests for coming. They could also be planned as entertainment at an event. Topics are usually humorous and light

and could serve a very specific purpose, like introducing a featured guest or giving a toast.

In the context of this series, an entertaining speech is one whose sole purpose is to have the audience enjoy the presentation. The purpose of an entertaining speech is not to educate, inform or inspire. It is to make the audience smile, relax, enjoy and maybe even laugh their heads off.

Let's be honest here, entertainment truly is in the eye of the beholder. What one person finds entertaining, another may find duller than dishwater. So, you really have to know your audience in order to entertain them.

But what does that mean?

Although many — if not most — entertaining speeches are funny, they do not need to include humor to be entertaining. Dramas are entertaining but not funny, right? Here are some tips for creating an entertaining speech:

#### *How to write an entertaining speech*

There are many ways to entertain an audience. You can:

- tell jokes
- tell funny stories
- dramatize an anecdote
- tell a scary story

That said, there are some guidelines for creating an entertaining speech.

- Chose an appropriate topic:

You don't want the topic to be too dense, complicated or heavy. Remember, you're not trying to give your audience a greater understanding of anything. You're there to help them have a good time.

- Enjoy yourself:

Believe it or not, it is hard for an audience to enjoy your presentation if it looks like you are not enjoying presenting it!

- Keep it simple:

Your presentation should be easy to follow. Don't make it hard for your audience to keep up with you mentally ... or in any other way.

- Make it visceral:

Use vivid word pictures. This is not the type of presentation where you can be lazy in your descriptions. Make your words pop with strong images that pop in their minds.

- Say it like a roller coaster, baby!

Add unexpected twists and turns to your presentation. When you surprise your audience with where your story is going, that adds to the entertainment factor.

### PRACTICE: PUBLIC SPEAKING

1. Take a look at some examples of public speaking in page 14
2. Choose one of the example
3. Present your public speaking in front of the class in 10-15 minutes



## CHAPTER III: NEWS REPORT AND INTERVIEWING

### MEETING 11-13



#### *Here Are the Basics of Conducting Interviews for News Stories*

Conducting interviews for news stories is an important skill for any journalist. A “source” – anyone a journalist interviews - can provide elements that are vital to any news story:

- basic factual information
- perspective and context on the topic being discussed
- direct quotes
- ideas on how to approach the story
- names of other people to interview

#### **Things You’ll Need**

- a notebook and several pens
- a tape recorder or digital voice recorder (optional)
- a video camera for interviews you plan to webcast

#### **Preparing for the Interview:**

- **Research** – Do as much research as possible. If you’re going to interview, say, a cardiologist about heart attacks, read up and make sure you understand terms such as “cardiac arrest.” A well-prepared reporter inspires confidence in the source.

- **Developing Questions** – Once you’ve thoroughly researched your topic, prepare a list of questions to ask. That will help you remember all the points you want to cover.

### **Keys to a Successful Interview**

- **Establish a Rapport** – When starting out, don’t abruptly launch into your questions. Chitchat a little first. Compliment your source on her office, or comment on the weather. This puts your source at ease.
- **Keep it Natural** – An interview can be uncomfortable, so keep things natural. Instead of mechanically reading out your list of questions, weave your queries naturally into the flow of the conversation. Also, maintain eye contact as much as possible. Nothing is more unnerving to a source than a reporter who never looks up from his notebook.
- **Be Open** – Don’t be so focused on getting through your list of questions that you miss something interesting. For instance, if you’re interviewing the cardiologist and she mentions a new heart-health study that’s coming out, ask about it. This may take your interview in an unexpected - but newsworthy - direction.
- **Maintains Control** – Be open, but don’t waste your time. If your source starts to ramble on about things that are of no use to you, politely – but firmly – steer the conversation back to the topic at hand.
- **Wrapping Up** – At the end of the interview, ask your source if there’s anything important that you hadn’t asked about. Double-check the meanings of any terms they used that you’re unsure about. And always ask if there are other people they recommend that you speak with.

Finally, ALWAYS take notes, even if you’re using a recorder. Every reporter has a story about the time they thought they were recording an interview, only to get back to the newsroom to discover that the machine’s batteries were dead.

## NEWS: RESEARCHING, INTERVIEWING, REPORTING AND WRITING



### **Rationale**

In order for the students to mature as journalists, we will focus on specific skill building activities for research, interviewing, reporting, and writing to include leads and headlines. In addition, we will practice developing story ideas.

### **Objectives**

Students will:

- conduct research using data from in-depth field studies
- synthesize information from multiple sources to draw conclusions that go beyond those found in any of the individual sources
- use language persuasively in addressing a particular issue
- find and interpret information effectively
- respond respectfully to viewpoints and biases
- demonstrate proficiency in accessing information electronically

- record videos of your interview with multiple sources
- play the role as a news presenter and present the information you have gathered previously
- the length of the news is acceptably 5-10 minutes

## ACTIVITIES



### Activity 1 –Research

- Your assignment is to interview an adult about his/her high school experiences.
- You must research to find out as much as possible before you talk to the primary interview.
- You must have at least three sources of information. You may use the Internet, interview other knowledgeable people, or use the library.
- Finally, prepare a set of at least 10 questions in order of importance. Remember to write “open-ended” questions that require more than a one word response.
- Turn in information from the secondary sources along with the 15 questions along with other work on Monday to earn points.

### **Activity 2 –The interview**

- Group activity: As a group, meet briefly to determine your “angle” on a possible article on your teacher. Prepare at least one question each.
- Each person in the room will interview your teacher by asking one question. You are responsible to take quick, careful, and accurate notes.
- Discussion: what was helpful? what was difficult? how can you improve note taking skills for your interview?
- In groups of three, listen for instructions. One student will be interviewed, one will interview, one will observe. Students will change roles. (The teacher will instruct the one being interviewed – first time to be very interested and accommodating, the second time to be very bored and uninterested.) What happened? Discuss skill involved in engaging a person in an interview.
- Now, take the ten questions you prepared, review them carefully so that you know at least the first five without looking.
- Conduct the interview trying to be conversational and engaging. Take brief notes, but maintain eye contact.
- Write up your notes as soon as possible after the interview.

### **Activity 3 – Story ideas**

- Print out the home page of an online daily newspaper.
- For each of the articles listed on the home page, write an idea for a story that relates to your school newspaper’s readers. For example: how does the war in Iraq affect high school students?
- For each of these tired topics, come up with a new high school angle for a story: flip-flops, crime, sex, drugs, rock ‘n’ roll, parents, nutrition, security, drinking, dress code, religion
- Turn in the activity along with other work at the next class period to earn points.

### **Activity 4 – Writing the headline**

- On the Internet, research what makes a good headline by going to [www.journalism.org](http://www.journalism.org), [www.asne.org](http://www.asne.org), [www.jea.org](http://www.jea.org), or do a [Google](#) search. Summarize briefly what you will look for in a good headline and how to write a good headline.



- Review at least three of the newspapers in the classroom or online for good, bad, and indifferent headlines.
- How can you tell a good headline? What are its characteristics? What makes a headline bad? When is it not appropriate to be funny?
- For the handout of 5 articles provided with this activity, read the articles and write a great headline.
- Turn in the activity along with other work on Monday to earn points.

**Activity 5 – Copy editing (In class activity)**

- Using a news or feature story from a local newspaper, discuss if this is a good story that flows well? Why or why not?
- Now read a bad article and compare and contrast the two.

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