

COMS 361

BUSINESS AND PROFESSIONAL COMMUNICATION

OUR THING 04: "Keeping Close"

"Keep your friends close, and your enemies closer."

Michael Corleone (Al Pacino), *Godfather III*

For your **fourth individual/group project**, your team is to create an **instructional package** to be used in **training people** how to **be more skilled users of media** through development of **awareness** and **technical proficiency**, using the **required and suggested reading** materials for **Units 1, 2, 3, 4, and 5** (although the **focus** here is obviously on **Unit 5**, for this **assignment** I will **look kindly** upon efforts to **incorporate material** from **previous units**—thus, a good program for **media awareness (Unit 5)** should involve "**people awareness**" (**Unit 1**); **climate (Unit 2)**; being a good **group participant (Unit 3)**; and knowledge of **ethics (Unit 4)**.

In constructing your **training package**, try to take the perspective of a person who **is or wants to be** (either formally or informally) in a **position** as **media influencer** within and perhaps even **beyond** the organization. The goal of your team should be to provide instruction such that having **influence via the media** is not seen as the **purview** of a **privileged handful**, but a set of practices available **throughout** the organization. Simply put, with **effort** everyone should be able to find **opportunities** to be a **media influencer**, especially an **ethical** influencer.

As with the previous projects, on the **World Wide Web** you could find **thousands of examples** of how-to **tips for influencing media** but, as usual, that's not what we are looking for. As **before**, you are to use the material in your **assigned readings**, backed up (if necessary) by material from the **suggested readings**, to create your own **considerations** concerning what one should take into account in order to **develop into** an **effective—but ethical—user or influencer of media**.

The parameters of the assignment are as before. You are to find at least **seven specific lenses** from among the required readings. You may use **any of the readings**, but there must be **at least two lenses** from **each** of the readings. Be sure to identify **exactly which lenses** you are using, and **where** in the readings I can **find them**. In this **first production** of your training manual, you should include this **bibliographic information**, though obviously as we work toward the final product (the **compiled training manual**), this information **would not** be included.

Unlike previous OUR THING assignments, OUR THING 04 will **have no in-class performance**. As to **contents** of what you submit, you should include: (1) your **training manual** (which should be formatted as a **high-quality item** you'd be **proud to provide** trainees as your organization's **product**); (2) a **PowerPoint presentation**; (3) **handouts** you want your audience to have (you just need to turn in **one copy**, not

enough to **hand out to everyone!**); and (4) any other form of communication you need to get your message across (e.g., **role plays**).

Send in a copy of your documents (with **attachments**) **in an electronic version** via email attachment (an **attachment** to an **Outlook email**, no **third-party** stuff like Google Docs!). Everything will be graded on the basis of **completeness**, use of **reading material**, **originality**, and **coherence**.