

ORGANIZING AND SCRIPTING

Rhetorical Situation

- You are speaker (but really GroverCorp, whom you represent)
- Client is audience (but really boss, per assignment description)
- 623 gives three purposes; these are common to all rhetorical sitches
- Message is “Hire Us”
- Claim + Reasons + Evidence
- Frees you up not to include everything you found. This is not a report; it is a sales pitch. Think of it like a movie preview: show enough to get audience committed to the whole, not so much that they feel like there aren’t any surprises left)

Kind of Presentation

- 624 gives multiple kinds—BUT NOT IMPORTANT ANYMORE. Yours is, by necessity, a monologue.

Organization

The Basic Process

- It’s what I did to make this presentation and others
- For an informal presentation, like this one, a full script may not be necessary. I’ve taught this lesson in class lots of times, so even without a script I’m well practiced. And because it’s pre-recorded, I can do multiple takes if necessary.
- For a formal or high-stakes presentation, scripting is recommended, even if you won’t memorize or deliver it word for word in the end. The script ensures you pack in more content in less space and are able to express ideas clearly and concisely.
- For a team presentation, an outline and script are essential because is the most efficient way to share ideas and involve everyone.

Outlining

As always:

- Intro
- Body
- Conclusion

Consult the textbook for advice on intro and conclusion. As for body:

- Organize by audience, website (internal/external), etc. Or do a narrative?
- Organize by “things you do well, things you do not so well, how we can help”?
- Organize by customer analysis, then site analysis, then what we can offer?
- Sometimes you have to try it multiple ways to find out which is the best one

Once you have an idea of it, construct an outline, as detailed as possible, including notes on what will be included and what visuals you imagine accompanying parts of it.

Not a bad idea to construct multiple outlines to explore how different organizations might work better.

Scripting

Once the outline is made, someone can write a word-for-word script of what the presentation will say. This is just a draft, not a commitment, so don't worry too much about it being perfect. Scripting allows you to

- Test out the organization for real, see if it works
- Try out how transitions will work between sections
- Let you get an accurate idea of how long the presentation is and how dense with info—you want to avoid the gift basket feel (consider my two previous screencasts—both same length, but one twice as dense as the other).
- Let's team members then contribute to revising, since the content one person imagined is now out in the open for all to see.
- Let's someone else take on building the slides.
- OUR SITUATION: Think of it like a Marvel movie—need detailed script and storyboards if so much of the film will be produced in post. If we were still doing face-to-face, you could get away with just an outline (maybe) like a Christopher Guest movie.

When reviewing the script, consider

- Unintentional negatives
- Negative messages (“Your sites are bad” isn't very tactful)
- Logical flow—unlike with a written document, the audience can't (or likely won't, since it's a waste of time) reread or rewind to find themselves if they get lost, if the organization isn't clear. So it has to be extra clear. The old adage is “tell em what you're gonna tell em, tell is to em, tell em what you told em” And you often see it like this: [example]

But is it necessary? I didn't lay out what I was going to cover in this video, opting instead for a more natural, conversational flow of ideas. Does it work?

Next Steps

- Check with me?
- Create storyboards and then slides

Conclusion

Think of all the bad presentations and videos you've seen or created in your life. How many of them were bad because the steps outlined here—understanding the rhetorical situations and then organizing and scripting based on that knowledge—weren't followed?