**Manuscript Speech Project (group)**

**40%**

Groups give either a speech of introduction, tribute, nomination or goodwill on the selected topic of proposal presentation for a business and professional situation in manuscript style. One speech per group. (10 min).

**Manuscript Speech Example**

The Impact of Social Media on Modern Activism

**Introduction:**

Ladies and gentlemen,

In the digital age, social media has become a powerful tool for shaping the world around us. Today, I'd like to discuss the profound impact of social media on modern activism, using the example of the Arab Spring.

**Body:**

1. The Arab Spring: In the early 2010s, the Arab world witnessed a wave of pro-democracy uprisings known as the Arab Spring. What made these movements unique was their heavy reliance on social media platforms such as Twitter, Facebook, and YouTube. Protests, organizing, and the dissemination of information were no longer confined to traditional methods; they went viral.

2. Mobilization and Organization: Social media provided a platform for people to organize and mobilize like never before. Through hashtags and event pages, individuals from diverse backgrounds could come together around a common cause. It allowed activists to quickly share information about protest locations, times, and objectives, making coordination seamless.

3. Amplification of Voices: Social media amplified the voices of ordinary citizens. Videos and posts shared on platforms like YouTube and Facebook exposed injustices and human rights violations to a global audience. The world was able to see, in real-time, the struggles and aspirations of those on the ground.

4. International Solidarity: Activists in different parts of the world could express solidarity and support for their counterparts in the Middle East. It transcended geographical boundaries and provided a sense of global unity in the quest for justice and democracy.

5. Government Response: The governments in these regions, realizing the influence of social media, responded by attempting to control or shut down internet access. However, these efforts often backfired, drawing more international attention to the movements and garnering support.

**Conclusion:**

In conclusion, the Arab Spring is a compelling real-world example of the transformative power of social media on modern activism. It illustrates how these platforms have become indispensable tools for mobilization, organization, and the amplification of voices in the pursuit of social and political change.

The lessons from the Arab Spring remind us that social media can be a double-edged sword, as governments and authorities adapt to counter these movements. However, it's evident that social media has reshaped the landscape of activism, making it more accessible and influential than

ever before.

As we navigate the complexities of our digital age, it's crucial to recognize the potential for social media to shape and empower movements for a more just and equitable world.

Thank you for your attention.

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| Manuscript Speech Rubric Total points: 100 | | | | |
| Speaker: Total possible points: 50 | | | | |
|  | Developing (0-3pts) | Good  (4-7 pts) | Excellent (8-10 pts) | Points awarded |
| Speaker made consistent eye contact with all parts of the room, emphasizing certain points via direct eye contact. |  |  |  |  |
| Speaker’s voice was clear, projected, with appropriately varied intonation and pacing. |  |  |  |  |
| Speaker’s pace was neither too fast nor too slow, and varied to emphasize points or add meaning. |  |  |  |  |
| Speaker had good posture, appropriate gestures, and was free of distracting mannerisms. Speaker’s appearance was professional. |  |  |  |  |
| Speaker was poised, with no awkward pauses, minimal use of note cards, and no filler words. |  |  |  |  |
| Presentation: Total possible points: 50 | | | | |
|  | Developing (0-3pts) | Good  (5-8 pts) | Excellent (9-10 pts) | Points awarded |
| Introduction sparked audience interest. |  |  |  |  |
| The purpose of the speech was stated clearly. |  |  |  |  |
| Speech was organized logically (logos) in a way that was easy to follow. |  |  |  |  |

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| Manuscript Speech Rubric (continued) | | | | |
| Presentation: Total possible points: 50 (continued) | | | | |
|  | Developing (0-3pts) | Good  (5-8 pts) | Excellent (9-10 pts) | Points awarded |
| Speaker used appropriate evidence  for his/her topic. |  |  |  |  |
| Speaker’s conclusion was memorable and the audience was left wanting more. |  |  |  |  |

Comments:

Total points: