

Draft up to four short (150-200 words each) essays that discuss four different communications concepts, principles, or theories that have been discussed in class and that have been included in a PowerPoint, in relation to the career/vocation you are pursuing. If you are unsure about your career choice at this time, you can write about an occupation that interests you.

For each concept, principle, or theory you choose, discuss how the knowledge and experience you gained in this class will help you to be a better communicator in your future career. Be sure to use hypothetical and/or real world examples, not just define the topic.

For instance, if you aspire to go into pharmaceutical sales, you can write about the importance of establishing credibility and goodwill. As an example: when telling doctors how safe a drug is you can say that you've personally taken large quantities of these drugs and that it's had minimal side effects (except you can't remember what you had for breakfast). ☺

Here are examples of a concept, principle, or theory:

- Establishing credibility and goodwill
- Non-verbal communication
- Vocal variety
- Plagiarism
- Audience analysis

These are just a few examples. Review your notes, the textbook, and the PowerPoint presentations on class website for dozens of others. You can even choose something that was discussed as a "best practice" in communications. For example, you can write about the value of speech preparation as an important practice to employ when addressing a group of co-workers on a critical topic.

Your essay should be a total of 600 and 800 words. That's 150-200 words per concept, principle, or theory. You can receive a total of up to 10 extra points on top of your total rubric score. There is no downside to doing this project; it can only increase your grade.

Essays must be typed, double-spaced, and have a standard header that includes your name and class section. Multiple pages must be stapled. Please place the name of the theory, concept, principle, or best practice **underlined and in bold** above the related section of the essay

A hard copy of this extra credit assignment must be handed in on the day of the final exam. Emailed essays will not be accepted.