

Week 5 Discussion: Grabbing and Maintaining Attention

Required Resources

Read/review the following resources for this activity:

- Textbook: review Chapter 3, 6, 7
- Lesson
- Minimum of 1 video
- Minimum of 1 scholarly source (in addition to the textbook/lesson)

Initial Post Instructions

For the initial post, address the following:

- Why is knowing your audience an important part of capturing and maintaining their attention?
- What cultural considerations do you need to take into account for your particular audience/topic?
- How are you going to keep the audience's attention throughout the speech?
- Find at least one example on YouTube, TEDx, or other video repositories of good attention-getting examples. Post the URL and explain how the video is a good model for capturing the audience's attention. The video can be on any topic but must be appropriate for sharing.
- Make sure to include a scholarly source to support your points.

In place of the textbook citation, you will need to **integrate and cite the video** you selected as well as a scholarly source.

Follow-Up Post Instructions

Respond to at least one peer or the instructor. Further the dialogue by providing more information and clarification.

Writing Requirements

- Minimum of 2 posts (1 initial & 1 follow-up)
- Minimum of 2 sources cited (video and an outside scholarly source)
- APA format for in-text citations and list of references

Grading

This activity will be graded using the Discussion Grading Rubric. Please review the following link: Link (webpage): [Discussion Guidelines](#)

Course Outcomes (CO): 5, 6

Due Dates

- Recommended completion date for initial post: By 11:59 p.m. MT on Wednesday
- Due Date for all posts: By 11:59 p.m. MT on Sunday
- Posts must be on separate days