

**SPC 1026**  
**Group Project- Persuasive Presentation**  
**The Earth Charter**  
**Philip Lane, MDC Wolfson**

**Required reading:** Corcoran, P.B. & Wohlpart, A.J. (eds.) (2008). A Voice for Earth: American Writers Respond to the Earth Charter. University of Georgia Press.

**Description:** This project is a group effort with three main purposes: 1) to afford the student the opportunity to participate in and analyze small group dynamics, individual member roles and performance and task/relational dimensions of the small group process; 2) provide an introduction to the essential elements of the persuasive speech- strategies, psychological aspects and presentation formats ; 3) provide an introduction/overview of the basic tenets of the Earth Charter (from Corcoran & Wohlpart, Eds.).

**The Task:** Your group will select one aspect of the Earth Charter (see pgs. 26-32 in Corcoran & Wohlpart), for example one of the guiding principles or subcomponents, that can be developed into a persuasive message. The group will then conduct necessary research to find documentation to support the position you have decided upon. You will next select a strategy (or strategies) based on the nature of the advocacy, audience expectations and predispositions, specific goals/outcomes (e.g., change attitudes/beliefs about an issue, call for action in response to the issue, or provide a framework for the audience to be more positively predisposed to the issue/subject matter). This will be accomplished by utilizing the concepts (theories) and procedures (applications) covered in class and in assigned readings.

**Format:** The group can choose any approach it deems most effective. For example, you might want to utilize a panel discussion format where each group member presents a particular aspect of the message. You might want to present a skit or other type of performance to get your message across to your audience. You might choose to appoint a spokesperson for the group to deliver the message to your audience. You might choose a combination of these or other approaches. Remember, your goal is to attempt to move your audience in the direction of supporting and implementing the point(s) of the Earth Charter you have chosen and which your group is advocating. You will have 10-12 minutes for the presentation. Be creative!

**To be turned in:** The group as a whole will submit a typed 2-3 page paper outlining the group process, describing your topic, what you hoped to achieve and how you decided to present your message. Also, each group member will submit a two page analysis of the group itself, including such elements as group cohesiveness, member roles (leaders, facilitators, coordinators, supporters, etc. refer to your text for specific group roles). This paper will also address both the task and social orientation aspects of the group. These papers will be turned in the day of your presentation.

**Grading:** You will be assessed two grades which will be averaged together- one grade will be based on the group's performance and the group paper. The other grade will be based on your individual group analysis paper.

**Consider:** one approach might be to structure your presentation this way— Theory...experience...transformation of consciousness...call to action. Take your audience through these steps to achieve a change of attitudes, beliefs and behaviors regarding our collective and individual responsibilities as co-inhabitants of Planet Earth.