9-2 Final Project Presentation and Speaker Notes Submission

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Slide 1: Title Page and Introduction

Good afternoon, Ms. Jones, Mr. Green, and Mr. Smith. I appreciate you all taking the time to meet today. The presentation I have prepared will showcase my extensive knowledge as a contemporary communicator across traditional and new media, especially in digital media. ABC Athletics' increase in sales and growth make it imperative to have someone with the skill set to reach consumers on a diverse global scale and to sustain the company's growth.

I.   **Slide 2: Personal - Mission Statement**

Let me start by sharing a bit more about my overall history, including my mission statement, a personal SWOT analysis, and my future goals. As a communication professional, I hope to guide ABC Athletics into an inclusive, ethical, enjoyable, and accessible company that is digitally informed and able to communicate the right messages to its global audiences.

Slide 3: Personal - SWOT Analysis

Looking at my personal SWOT Analysis, you can see my internal Strengths and Weaknesses, as well as my external Opportunities and Threats.

Slide 4: Internal Factors Strengths

1. Public speaking was the first class I took in Communication because it was a core class, and it greatly helped me speak in public.

2. Teamwork skills have helped me work with anyone in a group setting.

3. Strong writing is necessary for any communication specialist communicating with the public and employees.

4. Social media marketing experiences in college and in the on-site work environment will help ABC Athletics manage channels.

Slide 5: Internal Factors Weaknesses

1. Minimal experience in Marketing and PR due to limited opportunities.

2. Not a social butterfly that can operate in a 24/7 mode.

3. Easily overwhelmed when the pressure gets too much.

4. Communication specialists travel frequently, and I, too

Slide 6: Internal Factors Opportunities

On this slide, I show how I can improve my skills and network by leveraging the experiences from my resume. As a college student, I still have access to educational support and mentorship, and I can take workshops that connect me with other communication professionals and students. I am also part of society groups such as the Society of Professional Journalists and, in academia, the National Society of Leadership and Success, which have provided valuable resources for enhancing my communication skills and knowledge.

Slide 7: Internal factors Threats

1. The communication industry is complex to break into and even more challenging to stay in due to the competition.

2. Technology in the digital world is constantly changing and improving, so professionals need to stay up to date on new technologies and how they work quite frequently, which is exhausting.

3. Financially, it costs a lot of money to get educated in the industry, and a job is not guaranteed.

Slide 8: Goal Attainment Short Term

To reach my career milestones, I have created a list of goals to help me complete my personal mission statement. I am currently at a company that has given me experience in the field of communication and has enabled me to attend conferences. These conferences will help

me network with professionalsin communication who can get me through the doors of the media industry. Currently, I am taking courses to complete my master's degree, but I'm not there yet in my first semester. I also want to create a professional portfolio in the next month that can show my articles, essays, and projects to potential employers.

Slide 9: Goal Attainment Long Term

Long-term goals include completing my Master's program in Communication within the next year and advancing to a management or director role. That will let me use all my skills and experience over the years.

II.   **Slide 10: Communication Theory and Concepts**

Slide 11: Contemporary Communication Methods

There is no way to interact in the modern age without communication at work, in school, or at home. Communication occurs when a source sends a message through a medium (a communication tool), creating an effect. In fact, like "71% of smartphone owners," check their phones first thing in the morning (Wheelwright, 2022). Communication is better defined as the process of creating shared media" (Baran, S. J., 2022).

There are different types of communication, each with its own complexities. Engaging in interpersonal, mass media, cultural, and global communication. Different communication strategies are used, from emotionally appealing to a close friend or persuading a media director to grant a raise. A communication specialist must understand both verbal and nonverbal communication to engage targeted audiences effectively. Everything is online, particularly people's communication, thanks to technological advancements and the digital environment. Digital communication has united us and transformed how we interact socially, build communities, and share information remotely, all via the internet, which is free to access. They

cite "the growing economic clout of emerging democracies (and the need to reach the people who live in them) and the increasing intertwining of the world's economies as additional reasons globalization is necessary for the economic survival of media businesses"(Baran, S. J., 2022). Global communication is information produced and disseminated worldwide via email, social media, print, and advertising. Global communication examines how information is shared to create impact shaped by media, culture, politics, health, and other factors.

By using contemporary communication methods that speak a global language, encourage feedback, and recognize the impact of particular communication on others' cultures, media creators can excel in communication and influence global and targeted audiences. As communicators, we must acknowledge our diverse cultural audiences to communicate with them effectively and encourage feedback. The process of providing and receiving messages is reciprocal in a successful communication between sender and receiver. Consequently, both the sender and the receiver bear responsibility for the message's impact and effectiveness.

Slide 12: Concepts of feedback from Advanced Communication Models of Contemporary Communication

The concept of feedback from advanced communication models reshapes the core of traditional communication efforts by fostering dynamic, interactive exchange. Technology, enabled by the internet and social media platforms such as Twitter (X), Facebook, and YouTube, has made communication quicker and easier for the general public. Many community-building relationships are built through social media. Of course, there is a lot of chaos that goes with that, but "very often it is passionate, informative, observant, clever, subversive, and maybe even community-building"(Baran, S. J., 2022). People rely more on internet access for free

information than on any other traditional communication channel. That means we at ABC Athletics need to focus on new media messaging.

Slide 13: Traditional Communication

ABC Athletics can still use traditional media, such as print, radio, and television, by implementing feedback mechanisms to analyze audience responses, refine message strategies, and tailor niche, targeted content to specific audiences. Incorporating feedback mechanisms into traditional media communication yields greater accuracy and audience engagement. "The mass communication model specifies feedback, whereas the interpersonal communication model does not" (Baran, S. J., 2022). Feedback is too late to change or move from the audience in traditional media. The large size of traditional mass communication audiences makes it hard to have a more personalised approach.

Slide 14: New Media Messaging Strategies

ABC Athletics can accelerate growth by developing new media strategies that align with its established communication models. The strategy will leverage the internet and social media to engage diverse audiences through real-time communication. Plus, enhance the business's visibility across multiple online platforms, and provide interactive communication experiences.

ABC Athletics embraces new media by adopting "ever-evolving" communication trends that strengthen organizational authenticity, enhancing relevance on digital platforms, and improving communication strategies. By leveraging feedback from its feedback mechanism, ABC Athletics can use new media initiatives to maximize the value of the internet and social media and increase sales. This transactional model is used for new messaging and social media platforms that enable direct, rapid communication across technologies that provide access to digital texts, audio, and moving images virtually anywhere, anytime, via Wi-Fi or the internet.

Conclusion

      ABC Athletics needs to adjust its traditional communication strategies by integrating them with new digital media strategies that leverage the internet and social media to disseminate messages worldwide. ABC Athletics provides the opportunity to rebrand in the digital environment and launch its social media platforms. There should be social media campaigns, marketing planning, budgeting, and content curation, all with the same messaging and aimed at increasing ABC Athletics' sales. The communication team is in good hands to send to the communication director for review.

III.   Slide 15: Ethical Communication

      Ethics are "rules of behavior or moral principles that guide our actions in given situations. The word comes from the Greek ethos, which means the customs, traditions, or dispositions that guide a particular group or culture" (Baran, S. J., 2022). The digital age has expanded global communication through the internet, and with that, misinformation, disinformation, and AI biases have increased, making it difficult for people to trust online sources. Media professionals need to apply media literacy while analyzing and evaluating credible information sources. The information shared with the public has a significant impact.

      There are three levels of ethical communication, including normative, metaethics, and applied ethics. Normative ethics is the study of theories, rules, and principles of ethical or moral behavior, such as the media industry code of ethics. Metaethics are fundamental cultural values that provide the starting point for moral reasoning. The last of the three, applied ethics, requires a media professional to apply.

Slide 16: The Value of Ethical Communication

Values are beliefs we hold dear that guide our attitudes and actions. An organization's values define its quality and provide guidelines for its behavior. Ethics focuses on the active and positive. Media professionals have a social responsibility to the public to communicate ethically, given the nature of their work, which often gives rise to conflicting interests. In mass communication, "the most common yet thorniest forms of conflicting interests require us to examine fundamental issues, such as truth and honesty, privacy, confidentiality, personal conflicts of interest, and profit.

Ethical communication delivers transparent, truthful information in a fast-paced, contemporary environment, thereby enabling others to trust it and consider it reliable. The ABC Athletics department will need to use ethical communication to build relationships with audiences by adopting honest, transparent behavior in line with the company's guidelines and policies.

Privacy is also an ethical communication value, and we use it to regulate the extent of our interactions with others. Privacy can protect individuals from government intrusion, and we have the right to maintain the confidentiality of our personal information. "Privacy proves to be particularly sensitive because it is a metaethic, a fundamental value. However, the applied ethics of the various media industries allow, in fact, sometimes demand, that privacy be denied"(Baran, S. J., 2022).

An example would be in 2014, when California passed an anti-paparazzi legislation that outlaws the photographing of celebrities' kids in ways that seriously annoy, torment, and terrorize them. Some thought the courts overstepped and that they deserved the right because celebrities are public figures.

Slide 17: Empathy and Compassion

Communication efforts must contain empathy and compassion to support culturally diverse audiences' comprehension of messages. Empathy is the ability to understand and have compassion for another person's feelings or experiences. There are three levels of empathy that we encounter daily in our personal and professional lives. It is "(a) understanding another person's internal state (cognitive empathy), (b) sharing another person's affective state (affective empathy), and/or (c) behaviourally demonstrating that one has understood another person's internal state and/or shared another person's affective state (behavioural empathy)" (Baran, S. J., 2022).

When communicating with diverse audiences, organizations such as ABC Athletics should adopt positive, courteous, and polite communication, including gestures, expressions, and inclusive language, to achieve their communication objectives. That means recognizing, acknowledging, and avoiding stereotypes, generalizations, or judgments. As McLuhan said, the global village is "a world in which people encounter each other in depth all the time" (McLuhan & Stearns, 1967, p. 280). A good example is the phrase "that is wicked," which may confuse global audiences unfamiliar with the local slang term's meaning and could lead to misunderstandings in communication.

With the creation of the internet, it is essential to communicate with audiences with integrity and ethical values that foster loyalty and trust for the organization. It entails understanding and responding to the audience's feedback, questions, and concerns, and addressing potential barriers or challenges that may arise. It also entails evaluating and improving your communication skills and strategies, and seeking feedback and guidance from others.

Slide 18: Not Considered

In some instances, communicators ignore ethical standards to get people more engaged with their information. Contemporary communication examples in which ethics were not considered, and suggest recommendations for ABC Athletics to adopt that prevent these situations and ensure ethical communications are created and distributed in the future.

In this contemporary communication example, ethical consideration was not addressed when fake news was used to spread misinformation and disinformation on the "vaccine fears have led to a recurrence of measles and polio, both once completely eradicated in the United States, and 234,000 unnecessary COVID-19 deaths" (Amin et al., 2022).

Fake news "is successful because its arresting headlines easily catch our attention and because confirmation bias, our tendency to accept information that confirms our beliefs and dismiss information that does not, encourages us to pass it on with little evaluation"(Nickerson, 1998). It is almost impossible to stop the spread once it starts because, despite what the CDC and credible health care providers have said about the safety of vaccines, people still refuse to accept the truth. ABC Athletics needs to consistently be honest and transparent in its communication to prevent the organization from lying and jeopardizing the trust and loyalty of its audience. At large, "unethical communications not only affect our media relations, but they can also impact the businesses and the stakeholders we represent, especially considering our words can have immense reach" (McQuail, 1987).

I have a link to a website that I built in one of my courses, COM 510: The Vantage Point: Knowledge and New Media at Southern New Hampshire University, that can illustrate through visual design and credible fact-check information (https://juliaserwaap.wixsite.com/com-510)

IV.   **Slide 19: The Effects of The Evolution of Communication and Technology**

As contemporary advances in communication technology continue to improve and

Expand, and we can see how far we have come towards making parts of what Barlow envisioned.

Digital tools, such as smartphones and the internet, have transformed traditional ways of communicating, educating, working, connecting, and enjoying entertainment globally. "The excessive involvement with a smartphone is predicting a problematic behavior that is likely to be detrimental to our family and social interactions" (Billieux et al., 2015). The smartphone can access the internet and functions as a mini-computer, capable of taking pictures, playing videos and games, making phone calls, and connecting to other digital tools, such as a laptop.

Slide 20: Family Environment

The impact of smartphones on our relationships with family and friends allows for instant communication via text, FaceTime video calls, and social media. Families use smartphones daily, and although this has been beneficial for connecting. It has caused significant distractions to face-to-face communication, even among people who share the same home. More people use their phones during dinner, socializing with friends, or driving.

The small tool is easy to take everywhere, making it highly popular. The constant use of smartphones has made people feel more connected yet more emotionally and physically lonely. Instead of watching a film with a friend, we can now watch it separately at home. People don't hang out in real life, and instead, they scroll through their friends' pages online while avoiding their family downstairs playing card games. It helps people stay connected to the ones they love the most. Good or bad, smartphone users can communicate with their family and friends in an instant via phone calls and text messages. Heavy smartphone usage while interacting can hurt

relationships. If your goal is to have a happy, healthy relationship with family and friends, it's best to consistently prioritize your face-to-face interactions over your smartphone.

Positive Impact

Small and portable for users to take with them everywhere, making the device a hit for many.

It helps people stay connected to the ones they love the most.

Smartphone users cancommunicate with their family and friends in an instant via phone calls and text messages.

Negative Impact

The constant use of smartphones has made it possible to feel more connected yet more emotionally and physically lonely.

People don't hang out in real life as much and instead scroll through their friends' pages online.

Slide 21: Educational Realm

Different software and wireless gadgets have revolutionized the educational sector and the way students learn. Since the onset of the COVID-19 pandemic, educators have shifted from traditional teaching to more digital and remote environments. People around the globe receive their education at their own pace, remotely, with support and assisted resources.

Teachers use technological devices to create an engaging learning environment with "technology-assisted learning tools such as mobile devices, smartboards, MOOCs, tablets, laptops, simulations, dynamic visualisations, and virtual laboratories have altered education in schools and institutions"(Abid Haleem, Mohd Javaid, Mohd Asim Qadri, Rajiv Suman, 2022). Not everyone has been able to integrate easily into the new online educational structure, from teachers being unable to teach with the technology, to students feeling too distracted, and overwhelmed by the lack of face-to-face support.

Slide 22: Communication and Technology in Virtual Classroom

Virtual students, now more than ever, can benefit from not having to attend physical classes and still receive an excellent education. Southern New Hampshire University is an example of an institution with a large base of virtual students. Learning management systems (LMS) or LSMs "have promoted virtual classrooms where a teacher can interact with students in real-time, share his resources, deliver his lecture, assess students' learning, collect feedback, and reply to their queries" (Abid Haleem, Mohd Javaid, Mohd Asim Qadri, Rajiv Suman, 2022). Students can use videoconferencing and other collaborative programs to communicate with peers.

● Google Hangout

● Zoom

● Canva

● Email

Asynchronous learning provides students with the flexibility to work, attend to their relationships, and access their education from their car, the beach, the airport, or the workplace. It allows more individuals to access education that would not be possible in a traditional in-person learning environment. Virtual students are also developing skills that will prepare them to be effective workers in the future, with experience using the same technologies they encounter in workplaces worldwide.

Slide 23: Communication and Technology in the Contemporary Workplace

In the workplace, technology has shaped the way people connect with coworkers, management, and other businesses. No matter the industry, email makes communication easier. With email, users can send messages to anyone, anywhere, with the click of a few

buttons. This advancement from sending traditional mail has made communication among

employees easier. Businesses and countries are much more accessible. Internal v. email can serve as a

newsletter for employees at a company, listing important information, company-wide events, and

even positive reinforcement for the company.

Slide 24: Communication and Technology Remote Workplace Environment

The world operates on digital systems, and modern workplaces need to utilize them to

maintain local or global reach. A digitally connected remote work environment has both positive

and negative effects on employees.

Pros-

Positive factors include the ability to work anywhere, instant

communication with colleagues, 24/7 connection, and participation in the workplace loop.

A flexible workplace makes it easier for people around the world to work from different physical

locations. That means employees can save on commuting costs and be more environmentally

friendly. Low cost for businesses, savings on office space, and lets employees maintain a good

work-home balance.

Cons- The always-on work culture refers to the idea that employees are always on or available

via digital channels after working hours. Answering calls or responding to emails is now so

accessible that companies tend to take advantage of it. There are also greater chances that

employees will feel lonely or distant from co-workers and their boss due to the lack of

face-to-face connections.

V.   **Slide 25: Digital Media Tools Industry-Specific Digital Media Formats**

The internet, through digital devices, has new communication tools that ABC Athletics can use to communicate more efficiently with its audiences. Digital tools can enable them to reach both their broad and target audiences. Digital tools such as Social Media (X, Instagram, Facebook, and TikTok), email marketing, and videos.

1. ABC Athletics can use **social media platforms** such as X, Instagram, and TikTok at minimal cost to communicate with target audiences and external stakeholders, including updates on equipment, brand deals, endorsements, and events. Social media enables direct communication and engagement between audiences and the company, making it highly versatile. In addition to an active social media presence, ABC Athletics should maintain a website that serves as a stable digital home for the company, including its social media accounts, contact information, products, videos, and testimonials. The various platforms offer distinct audiences and demographic segments, and can direct external shoppers and viewers to ABC Athletics.

2. **Email marketing** is widely used among professionals because it provides more personalized information to individuals, usually offering product discounts, exclusive promotions, or newsletters. When customers feel they are being considered and appreciated, they tend to show loyalty and become repeat purchasers. The company aims to increase sales by offering discounts to its subscribers first, which may encourage additional purchases. Sales can then be shared on social media, generating potential sales or at least exposure.

3. **Video content** is beneficial, as it can complement the other digital tools previously listed. ABC Athletics, as a fitness company, should showcase its expertise and values through video. Their audiences would appreciate a guided workout tutorial, athlete interviews,

trainer Q&A, and other events. The videos can be viewed on their official website and across all social media platforms. They can use it in their newsletters and promotional email marketing.

Slide 26: Digital Media for Networking and Collaboration

Digital media allows users to come together digitally and collaborate on projects, content, and even marketing campaigns. With this access to a network to collaborate, in times of In a crisis, people from all over can reach for help. For example, Doctors Without Borders is a humanitarian organization that has used digital media to support its broader goals and mission. They often use social media to raise funds digitally, share videos, and provide additional information to supporters, employees, volunteers, and their board of directors. A move that ABC Athletic can use to engage with its customers in a digital world. Most people get their resources online through social media use in a more authentic and personal way.

Slide 27: Digital Media for Communicating with Cross-Cultural, Global Audiences

Digital tools can effect greater change and improve the world by enabling broader reach and exposure beyond local contexts and by supporting positive changes in individuals' and groups' lives. These tools allow companies to communicate globally through digital media and communicate efficiently and ethically with different diverse cultures. Usually, by using multimedia
content, audio, language, storytelling, and social media campaigns, we can ensure that diverse groups can understand and respond, thereby supporting or donating time and money.
Here are three ways that ABC Athletics can access a wider audience, showing how **Valuable** digital media can be used to communicate with diverse cultures globally. Reach **and Exposure:** Digital media can reach diverse, global audiences through the internet. ABC Athletics can send

promotions to its local audience and reach audiences in Asia. It has created a global bridge through which we can visit and communicate via online memes, music, and television. We can even share our favorite brands' products with millions just from the comfort of our homes or offices. For small and large organizations, digital media has changed forever how and whom they can reach as potential customers or sales prospects.

1. **Diverse Cultures:** The global reach of digital media means that ABC Athletics needs to communicate efficiently and ethically across diverse cultures by ensuring that its content aligns with local languages, customs, and beliefs, and by using clear, understandable messaging.

2. **Connection and Feedback:** Digital media enables direct communication and feedback between ABC Athletics and its audiences, thereby strengthening connections. The audience can share their preferences or what doesn't work for them directly by commenting, liking, or disliking, or by sharing on social media, websites, or email.

VI.   **Slide 28: Goal Planning and Support**

Professional Networks/ Societies

Mentors/Professors

Academic Resources/ Online Support

Slide 29: Support System and Audiences

Here are potential role models or mentors who could support this achievement and help me get additional support for my future goals. That would mean finding someone knowledgeable or experienced in the communication and digital media fields to seek advice, direction, and support, and to ask questions that can help me push myself further. Currently, it is the editors of

the online magazine I write for. Having role models or mentors who can support and lift you, and help keep you focused, is a real asset.

Slide 30: Potential academic resources, professional groups, and networks

Academic resources and professional groups have a variety of benefits for future goals. They offer sponsorship, workshops, live event meetups, mentorship, and valuable resources. They are helpful for job opportunities and may influence hiring outcomes. Joining a communication club or an academic honor society can enhance your professional standing. Lucky for me, I'm part of the Society of Professional Journalism and also the Honor Society of Leadership and Success, which provides leadership experience and opportunities for collaboration that enhance my skills in the digital media landscape.

Slide 31: Conclusion

ABC Athletics is seeking a change to their digital environment that aligns with their company goals while helping them engage and connect with their global audiences. This would allow them to continue outreaching to customers to sustain their increasing sales and expansion efforts and support the success of their growing company. That change should be me, not just as a qualified candidate, based on a resume. This interview is to explain why I should be your new communication Specialist, and for that, I have given a plethora of options, but instead of ABC Athletics, I have used an online poll sent to their social channels. Allow their audience to ask me questions, and select if I am qualified themselves. There is nothing like ethical transparency to clear all cases of confusion and help bring trust to a company, and in this situation, for me. This direction is interactive for customers, giving them a voice in who handles their communication. Thank You!

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