The TV Training Academy Online Diploma

Assignment Paper

Name:

Email:

Student Number:

Date:

Module One: 3D Communication

**Assignment One:**

Please prepare and film (phone footage is fine) a 3 to 5 minute video of yourself talking on a subject of your choice. At this point we’re not looking at Presenting technique, content or structure we are only assessing your energy, vocal range and facial expressions which should all be natural and engaging.

To make it easier pick a subject that you are passionate about, we’re interested to hear your opinions and thoughts on your chosen subject.

**Assignment Two:**

Please answer the following questions as fully as possible, extra marks will be awarded for any further relevant points you make that you have researched yourself either online or through further reading. Please do not copy and paste from the internet.

Question One:

In your own words explain what is the Mehrabian theory?

Question Two:

What is a three-dimensional communicator?

Question Three:

What is the ‘Performance’ of a Presenter?

Question Four:

What does **Paul Ekman’s** study tell us?

**Multi- choice Questions:**

Question One:

When it comes to communication, what can be the biggest mistake a new presenter can make?

A – They can spend too much time on camera

B - The put all their focus on tonality.

C- They’ll put all their focus and concentration on the script, thinking that if they just get the words out in the right order that’s enough.

Question Two:

According to the Mehrabian theory, how much of the sentiment of communication is carried by the words.

A - 38%

B- 7%

C- 55%

Question Three:

According to the Mehrabian theory, how much of the sentiment of communication is carried by the tonality.

A-38%

B- 7%

C- 55%

Communication Question Four:

According to the Mehrabian theory, how much of the sentiment of communication is carried by the visual signals.

A-38%

B- 7%

C- 55%

Question Five:

What is our Tonality?

1. The accent we speak in.
2. Only the pitch that we speak in
3. The way we say something, this includes volume, pitch, pace and rhythm and can completely change the meaning of the words we use.

Question Six:

At what level does a good occur?

1. Only a physical level
2. An emotional level
3. At a high level

Questions Seven:

Finish the sentence: *“Communication occurs when a presenter expresses……….”*

A – Only their opinion

B - An emotion or a feeling

C- Their needs

Communication Question Eight:

Finish the sentence: *‘It’s important for a presenter to understand that….’*

A: The way they say something cannot change the meaning of a sentence at all.

B: The way they say something can totally change the meaning of a sentence.

Question Nine:

What is meant by three-dimensional communication?

1. All dimensions (tonality, words & visual signals) of communication are all equal
2. Our words are the most dominant when we are communicating a message.
3. Our tonality is the most important when we're communicating.
4. The words, body language and tonality are all aligned and it’s easy for the audience to understand the message and the meaning.

Question Ten:

What did **Paul Ekman’s** study in 1969 and what was his theory?

1. He conducted a study to see if there was a connection between facial expressions and emotions
2. He discovered that a number of facial expressions are universally recognisable and are not the result of culture and are therefore biological.
3. He found that facial expressions were learnt as a result that the participants had access to Television and magazines

Question Eleven:

What happens if a presenter tries to show a feeling or expression by manipulating the muscles in their face or try to consciously control the muscles in their face to express an emotion?

1. They will look insincere
2. The audience will recognise it as fake
3. It can be the first indication that they can not to be trusted
4. It’s the best way engage with your audience.

Question Twelve:

When communicating, why is it important to make it as easy as possible for your audience to understand your message while at the same time making it interesting, engaging or entertaining?

1. You shouldn’t make it easy for them to understand
2. Your audience can be easily distracted and may switch off or watch something else
3. It’s not important

You can write your answers on this document. Send to: [info@training4tv.com](mailto:info@training4tv.com) along with your video assignment.