

SOM 310—Unit #3
Communication Analysis: Visual Communication and Storytelling (Team Project)

Effective business communication involves more than facts and statistics. Often, the most persuasive communication in business is achieved through visuals and through storytelling. The purpose of this assignment is to explore how businesses enhance their brand and key messages through telling stories and how they use visuals to make these stories come to life.

With your team, choose a local business or campus organization that already has a website and a presence on social media. Your first task will be to review the materials that the organization has put forth in order to prepare for a personal interview with a key member of that organization. The purpose of the interview is for you to find out as much about that business as possible so that you understand its culture and values, but at the same time, to **hone in on the key messages** that this business is trying to communicate to its constituents: customers and prospective customers, partners, investors, etc. It would also be useful to ask your interviewee if there are any specific areas in the business's communication that she or he thinks might need enhancement, so you could focus your communication analysis and recommendations on these areas. Write up the results of your interview in a short report.

After your interview is complete, use the information gathered directly from the business to conduct a more comprehensive analysis of how this corporation presents itself on-line to its numerous audiences by looking intensively at key pages of its website as well as its presence on social media. Here are some key things to consider:

- What “stories” does the organization tell about itself? What stories could the organization tell to better communicate its most important messages?
- How well does the organization use visuals to enhance its key messages?

Write up your findings in a 2-3 page recommendation report that both analyzes the existing communication and makes recommendations for improving it. The report should be addressed to the person you interviewed. The report should include a 1-page Executive Summary that highlights key issues and recommendations.

KEY DELIVERABLES:

Interview Request Email

Interview Report

Recommendation Report and Executive Summary

Performance Evaluation of Group Members