



# INFO 103: Delivery Exercises

Below, you'll find a series of INFO subpoints from previous competitors involved in this organization. Each will be marked up following a specific delivery objective and will have a corresponding activity.  
**Feel free to use this as a guide to help you mark up your own INFO for the same delivery objectives.**

## Operative Words

Finally, the **decline of democracy**. The January 25th 2018 Scientific American argues, a **healthy democracy** is based on a shared **understanding of reality**. That we can **trust journalists** to uncover the **truth** so we can make **informed decisions**. Since **2016**, we've been throwing around the phrase **fake news** without understanding what the term could mean. Forcing us to consider, if we can't trust the **media, each other**, or even **our own** eyes and ears, what can we **trust**? If the idea of fake news **bothers** you now, the aforementioned Computer Business Review elaborates, in **2 years**, we literally **won't be able to tell** if a video is fake. In **2 years**, our faith in **journalism** will **disappear**. Which means in just **2 years**, our democracy and more importantly our **faith** in in the **idea of democracy** will **disappear** with it.

- *Suchinder Kalyan, 3B of 2018 INFO on AI Audio and Visual Manipulation*

Key	<i>Activity: Read the above passage once through outloud, without altering your delivery. Then, just read the bolded words alone. Can you still ascertain the basic meaning? How does that serve to inform your delivery?</i>
<b>Bold</b> = Operative Words.	

## Changing Tone

Second, Google searches don't fall victim to Social Desirability Bias. The Guardian on July 9th 2017 explains, **Social Desirability Bias** is our penchant to **lie** about personal information in order to fit in. This **occurs all the time in the US**, with 90% of college professors saying they do **above average work**. Which means **40% of college professors are lying**. However, The Times of India on July 30th 2017 describes, we have no incentive to lie to Google because our **questions** need to be straightforward if we **want truthful answers**. This puts even **our most common searches** into the context of what we choose not to tell anyone else. Because when you search, "Is it normal to want to \_\_\_", the most frequent final words are "**be alone**". **This last summer**, it was just, "kill".

- *Jim Welty, 1B of 2018 INFO on Google Trends Social Science Research*

Key	<i>Activity: Read the above passage once through outloud, without altering your delivery for the underlined or bold portions. Then, go through it again while trying your best to match the bold and underlined. Does it sound different? How?</i>
<b>Bold</b> = Bring Tone Up. <u>Underlined</u> = Bring Tone Down.	

## Target Emotions

Now imagine you were the suspect of a HIG interrogation. **You'd placed be in a large room with bright windows. I'd give you a cup of coffee before sitting down across from you. Then, I would just ask about your day. What's on your mind? I'd just get to know you** all while slowly building up all the way to what you were doing at the time the crime was committed. I just want to listen to what you have to say. **And I can help you. But as I interrogate you, my team would check every word you say with our database of evidence. I'd know which line of questioning to pursue, which to stay away from--but I'd do very little talking. You have complete control of this conversation.**

- *Alekhya Tallapaka, 2A of 2017 INFO on the HIG Interrogation Method*

Key	<i>Activity: Read the above passage once through outloud, without altering your delivery for the highlighted portions. Then, read it again outloud, doing your best to match the emotional target. Did you notice a pattern in the emotional progression? What emotion did you choose in order to insite the target emotion (or audience emotion)?</i>
<b>Highlighted</b> = Target Emotion <b>Reassured</b> <b>Distrusting</b> <b>Paranoid</b> <b>Fearful</b>	