TOURNAMENT SUBPOINTS:

Section 3 - The Challenges of Interpersonal Communication

Subpoint: A, C, D, E

Please do not send complete tasks to participating teams, only the information above.

ROUND I: Section III – The Challenges of Interpersonal Communication – Subpoint A – Censorship and self-segregation of ideas and information

You are members of an executive leadership team at a major technology company. The technology your company has developed has changed the lives of many different people all over the world.

Over the past few years, you have noticed a trend in your department meetings. Meetings used to be filled with lively debate and people sharing their views and having discussions about each other's ideas. This spirit of debate led to the creation of many different technologies. Meetings now have less debate. Informal gathering of data suggests that people are self-censoring because they do not want to be accused of attacking others or their ideas. This has led to your technological advancements becoming more stagnant and therefore, investors are becoming concerned. Your task is to build strategies that will foster a culture where ideas can be shared freely, and people feel comfortable with debating these ideas.

ROUND II: Section III – The Challenges of Interpersonal Communication – Subpoint C – Demographic differences and biases in communication

You are on the leadership team of a large and successful national advertising agency, with a diverse set of clients in many industries. Your clients are in the following industries: health care, food, agriculture, toys, liquor, pharmaceuticals, and gambling. You are a full-service agency, meaning you help your clients create advertisements, place them in social and traditional media, and track their effectiveness.

Today’s technology allows you to target your clients’ ideal consumer more precisely than ever. You can help them reach narrower target segments (groups of people with similar characteristics). This is great for your agency, as it allows you to help your customer sell more products or services more profitably to their customers. However, you’ve begun to wonder if there is any harm in doing this. As a leadership team, determine if you should develop any policies around what services you provide and to whom.

ROUND III: Section III – The Challenges of Interpersonal Communication – Subpoint D – Current and future needs in communication education

The role Artificial Intelligence (AI) is playing in higher education has been a hot topic in academia. You are a group of university professors from multiple academic disciplines, including business, science, English, communications, history, and political science. The Dean of Academic Affairs has requested that your group put together an informational one-hour webinar on the myths about AI and ChatGPT and how they can be effectively and creatively used at your university. The audience for this webinar includes your fellow professors and university leadership. Because your time is limited to one hour, you must curate the most compelling and useful content for the audience. Create an outline of what will be included in the webinar and why.

FINAL ROUND: Section III – The Challenges of Interpersonal Communication – Subpoint E – Word choice in new media

Communication has allowed business to scale up faster than ever before. However, it has also caused issues as people who work together on different projects may not be in the same office let alone time zone or country.

You are a small manufacturing company that designs All Terrain Vehicles (ATVs) for a major power sports company. Your company needs to work with many different subcontractors throughout the United States to procure parts, both electronic and mechanical. Your engineers and fabricators are running into problems with this. While you have a casual atmosphere in your shop, your employees are struggling to switch from the sarcasm and jovial communication style to a more formal style needed to communicate with your subcontractors. Develop an outline for a professional development that can be delivered to your staff to help them communicate more professionally.