

COMMUNITY ENGAGEMENT

Role play: Easter chocolate eggs promotion in Sainsbury's

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Table of contents:

Introduction.....	3
Definition of reflection.....	3
Reflection of role play –Gibb’s Reflective Cycle.....	3
• Description.....	4
• Feelings.....	4
• Evaluation.....	4
• Conclusion.....	4
• Action plan.....	4
Conclusion	5
Action plan	5
Reference.....	6

Introduction:

In this report I will take a look at a description of my role play which relates to the promotion of Easter chocolate eggs in Sainsbury's. I will try to understand my good qualities and bad sides. How this game can help me in the future, how I see it aside, how others have rated it through feedbacks. For this purpose I will use a Gibb's Reflective Cycle.

Definition of reflection:

Reflective practice is a process in which people are in the role of an external observer. They can be seen on the side and understand how they feel in their practice. By reflective practice one can study their own experience. Through the process of reflection people see in their strengths and weaknesses and what are their positive and negative qualities. In this process people can see what skills and knowledges they have or do not have processes. To reach all these conclusion, it is necessary to answer many of the issues some of which are key. Through reflection practice, people can learn from their experience. Reflection is a skill that evolves. Everyone can supplement their knowledge through their experience. (FutureLearn, 2017)

Gibb's Reflective Cycle:

Gibb's Reflective Cycle was created in 1988 to give a structure to what has been learned from experience. (Mindtools.com, 2019) The cycle consists of exploration of experience and is distinguished by many multi-faceted experiences that enable people to learn to plan from things that go well or do not do well.) Gibb's cycle has six stages:

- Description
- Feelings
- Evaluation
- Analysis
- Conclusion
- Action plan

In this report I will look at my role play through Gibb's reflective cycle. (The University of Edinburgh, 2019)

Description:

My role play for the presentation was about Easter promotions in Sainsbury's and in particular for the promotion of Easter chocolate eggs. In this game I and my fellow Niya participated. I was store manager in Sainsbury's and she was trading assistant. The purpose of my role play was I as a manager to show to trading assistant how to arrange the offers that Sainsbury's offered for Easter chocolate eggs. I explained to her which brand of eggs where should be put depending on the discounts. While we played our roles the rest of our group together with our lecturer watched and then some of them had to put feedback on my role play.

Feelings:

Before I started my role play game I felt very worried because I had never participated in such a thing before, and the most worrying thing it was not in my native language and it does not allow me to be brave if I forget a word to interpret well. When I started the game I was worried more and started to forget what I had prepared and had to look from the sheet on which I had written the script. I could not pay attention to others in the group to see their reactions and especially whether I managed to gain their attention, but the room was quiet so I suppose I managed to keep their attention. I was worried that where I come from we do not study drama likes here and in nature I'm not as artistic as I am in my emotions and I did not want to look like I'm angry or I'm hurting. I hope I done that part. After the role play, we received applause and creepy cries that made me think that despite my worries, everything went well for the audience and it was both fun and fun.

Evaluation:

For my experience is good that for the first time I spoke on English to large group of people. This is very important for the future. Also its good that I felt like a manager of one of the biggest retail chains in England. Is not so good at experiencing when I'm worried and I miss important information from my script and mostly my incorrectly structured sentences in English.

Analysis:

The things that I liked in my game were that my script was not boring like reading a text and my partner answered me. And it was acting. We were walking around the room and I showed where and what should be put.

I did not like the fact that while I and my partner were playing, part of the group were late and they come in during the game and they were distracting us because they created excessive noise. And accordingly we were worried. Niya who was in the role of a trading assistant, help me a lot and manage to get into the role I had prepared for myself. The only note I have about her is that she missed part of her words. The rest of the group that was not late was quiet and careful about my game. Think it's the script they liked and they were having fun. The ratings that my fellow put in my feedbacks forms. The most of them are excellent or good. They say that the

presentation was presented professionally, that it was interesting and fun and the information which I give is complete. Others says the information was not enough.

Conclusion:

This kind of game is very useful because it allows the student to learn to speak to the audience and this is important if you want to take a managerial position. This way we can see what others people think about our presentation and what kind of feedback we will get so that everyone can understand their strengths and weaknesses. And so everyone can improve their skills and capabilities in the future and get better results. Also so trough this game we have the opportunity to work in a team which is also very important for the manager.

Action plan:

If I have the opportunity to play this game again I would change some things e.g. spend more time on preparation and rehearsal IK will give more replies to my partner and most importantly I will try not to worry and to be more confident in my knowledge and possibilities.

Reference:

FutureLearn. (2017). *Reflection and evaluation*. [online] Available at: https://www.futurelearn.com/courses/enhancing-learning-and-teaching/0/steps/26451?fbclid=IwAR3rgE8fgx6kuMg5FJbvY50CCjuFz985zPjO_GDpcrDKByh-dsu4AzGztXQ [Accessed 2017].

Mindtools.com. (2019). *Gibbs' Reflective Cycle Helping People Learn From Experience*. [online] Available at: <https://www.mindtools.com/pages/article/reflective-cycle.htm> [Accessed 2019].

The University of Edinburgh. (2019). *Gibbs' reflective cycle*. [online] Available at: https://www.ed.ac.uk/reflection/reflectors-toolkit/reflecting-on-experience/gibbs-reflective-cycle?fbclid=IwAR0wfe_SZR0BT6Bj-JpCSgfoC_q9KIZzyu8eRun7dYjlO7ZLfJxwNw1ek3Y [Accessed 2019].

Beatris Toucheva

LCBB 4002 Community Engagement

Peer Evaluation Role Play Feedback Form

Name of Presenter Irina Azorova

Date 17/04/2019

Activity: Sainsbury's store Manager

	Poor	OK	Good	Excellent
Introduction (Explanation)				✓
Presentation (practical demonstration)				✓
Conclusion (how well can you carry out the activity?)			✓	

Any other comments

She was good, interesting, fun and understanding presentation. She give full information and explain everything good.

Signed:

B Toucheva

Date: 17/04/2019

Lilly
Mikaylova

LCBB 4002 Community Engagement
Peer Evaluation Role Play Feedback Form

Name of Presenter Irena Azgova Date 17.04.2019

Activity: Sainsbury's store manager

	Poor	OK	Good	Excellent
Introduction (Explanation)			✓	
Presentation (practical demonstration)		✓		
Conclusion (how well can you carry out the activity?)			✓	

Any other comments

The introduction was short but
powerful and clear.
Very well presented

Signed: [Signature]

Date: 17.04.2019

Diana

LCBB 4002 Community Engagement
Peer Evaluation Role Play Feedback Form

Name of Presenter Irena

Date 17 04 19

Activity: Sainsbury's store manager

	Poor	OK	Good	Excellent
Introduction (Explanation)				✓
Presentation (practical demonstration)				✓
Conclusion (how well can you carry out the activity?)				✓

Any other comments

Irena was very professional.
She has successfully coped with problem.
The performance was very good

Signed: 

Date: 17.04.19