

Speech Three Description: Persuasion

General Purpose: Persuasion

Topic: Open (but choose something that matters to you!)

Description: Prepare a speech designed to persuade your audience long-term, about any topic or issue of your choosing. You will attempt to influence or reinforce the audience's attitudes, beliefs, values and/or behavior. Therefore, great attention must be paid to audience diversity, needs, and interests.

Example thesis: You should visit Blue Spring State Park.

Example thesis: You should all stop watching those so-called, 'reality' television shows.

Length: Between 4-6 minutes

Organization: Your speech should be organized onto an outline by following the seven-step organizational pattern: *gain attention, connect to audience, focus on thesis, preview main points, present main points and transitions, summary and leave with memory*. You should have 3-5 main points structured by using the organizational pattern most appropriate to your topic.

Support: Be sure that each main point is fully developed with adequate supporting ideas. Your support might take the form of examples, explanations, stories, facts, statistics, and so forth. Draw support from at least **THREE** credible sources. Some of the facts you obtain from these sources will be used as evidence in your arguments. When sharing that information with the audience, verbally cite the source so the audience can evaluate its credibility. **You may NOT use WIKIPEDIA or articles from science journals that require an advanced understanding of statistics and research methodology. (It is better to use sources that are written in terms you understand so you can better explain the information to your audience.)**

Verbal Citations: You will provide verbal citations.

Required Outline: Upload your outline and video URL via the assignment link provided in Canvas. The outline must be typed, follow the 7-step organizational pattern, and completely reflect the 'game plan' you have for supporting your thesis. Use proper outline format. In other words, everything you will say will be reflected on the outline but you must not script your ideas. Remember, outlines may not be turned in after you deliver your speech.

- The outline must include in-text citations (10% of grade)
- The outline must include a works cited or references page (10% of grade)
- Copies of the articles you use must be included at the end the outline or uploaded separately via the assignment link. (8% of grade)

Presentation Aids: You are to use a minimum of two presentation aids during the **body** of your speech. These could be audio clips, posters, objects, etc. Each presentation aid must be significant to the speech and enhance the audience's understanding of your subject. Given the context, design your aids to be easily seen and heard. Practice using them professionally. (6% of grade)

Create a sense of relevance: Connecting your topic to the audience is important throughout the speech. Plan ways to make audience members feel that your topic relates to them personally and keep them involved in the speech. Use information about the audience gathered through audience analysis.

Persuasive appeals: You are to incorporate various appeals into your speech in the form of at least **two well-constructed arguments**. Emotional and personal appeals are powerful and should be used. However, you are to focus on appealing to the audience's logic and reasoning abilities by providing sound arguments. These arguments are to be supported with evidence (facts, statistics, quotes, examples, etc.) from credible outside sources.

Delivery: Your extemporaneous speech should be practiced but presented in a conversational style, using strong eye contact, vocal variety, and use of gestures. Concentrate on the areas of your delivery that need improvement. (Refer to my comments, your classmates' comments, and your own observations.) Note cards or speaker's notes should be used appropriately during the speech. Do NOT read a script.