**Policy Advocacy Speech**

(200 points; 6-8 minutes (+2 for Q&A))

**Muster your passion, relevant knowledge, and rhetorical agility to advocate for a specific policy** (e.g., a new law, regulation, or community practice) **to be implemented by some collective agent of change** (the university, the local community, the state legislature, the Boy Scouts of America, the federal government, NASA, the Centers for Disease Control, the Consumer Product Safety Commission, the United Nations, etc.) **in an effort to mitigate a problem of social, communal, or civic significance.** Because I have reached saturation point with regard to the following topics, no one will be allowed to pursue them: standardized tests/No Child Left Behind, underage drinking, marijuana legalization, abortion, and human embryonic stem cell research, texting while driving, Thon, paying college athletes, death penalty. Sorry if I’ve burst your bubble.

**Derive your topic from an area where your interests intersect with your concerns (or aspirations, if you’d prefer to frame it idealistically—what could we be doing better?). You might think about problems related to your area of study, or your hometown, or our common good and welfare. Having topic troubles? “Times Topics” may be of service:** <http://www.nytimes.com/pages/topics/>

The best speeches tend to be those that isolate and articulate problems we don’t hear and read about every day, everywhere. But you don’t have to create a brand-spanking-new policy of your own. In fact, arguing for a policy that has already been proposed (but not yet implemented), or one that has been adopted in another community or country but not yet in y/ours, will make your rhetorical task more manageable. Arguing soundly and quoting reliable sources will enhance your trustworthiness. Use *êthos* and *pathos* appeals, too. **That’s a lot to do in only 6-8 minutes, so make every word sweat and struggle to earn its place.**

Your main goals for this speech are:

* to **coax** your audience into agreement that what you deem to be an urgent imperfection *is* one;
* to **persuade** your audience that your proposed policy is sound or better than other options (as such, you will compare it with the status quo and/or other possible policies);
* to **argue** that your solution is feasible and will ease the exigence (in ways that doing nothing or implementing other policies will not).

If those goals are reached, the psychological response of your audience will be agreement that there’s a problem, agreement with your proposal, and an assurance that the plan is realistic and will produce results. Understand that your proposal might not be able to *eliminate* the problem entirely, but you should persuade us that it could *ameliorate* it.

One good way to organize this speech is in terms of **need**, **plan**, and **practicality/advantages**:

* persuade the audience of the *need* for a policy solution; that is, persuade your audience that there is an exigence that demands our attention. Follow this with a clear explanation of the *plan*. In as much detail as you deem persuasive, explain your policy and how it works. **Make sure that your plan is a specific policy backed by a collective agent and NOT a motivational call to individual action.**
* address its *practicality and advantages*. Show that your policy is feasible, and account for how it could be implemented, enforced, or funded. Show that this plan is better than other options by showing us that it will significantly reduce the problem if implemented. Be open about disadvantages to your plan (*especially* if there are glaring ones), but convince us that the benefits far outweigh the costs or risks.

Requirements for this speech:

* **sources**: we should hear **FIVE** different and orally-cited sources, one of which must be *The* *New York Times*. Only *two* can be online only.

*Any quote or statistic you use should be preceded or followed by the source of that quote or statistic.*

* **visuality**: effectively implement a well-designed or thoughtful piece of visual eloquence (PowerPoint (sorry, Keynote-users; our classroom computer’s not a Mac), Prezi, videoclip, or demonstration). PowerPoint slides are limited to **three content ones**. Make sure to credit the sources of images or other items used on a final slide to keep up during Q&A.
* **all 5 canons blazing**: your speech should include: a proper introduction that grabs attention, establishes the exigence and its relevance, contains a clear core claim, and a preview of well-organized main points; a body that presents those main points and boasts smooth transitions between them; a focused conclusion that unifies the speech and does a bit of *pathos* work; a notable style; and an engaging and extemporaneous delivery.
* **outline**: a keyword outline with a properly-formatted works cited page (in MLA style) should be submitted at the beginning of class on the day you present. STAPLE IT if it runs more than 1 page.