

Persuasive Speech with Visual Aid Manuscript

In persuasive writing and speaking you must take a position for or against an issue. You should attempt to convince your audience to believe, uphold beliefs and values, or take a specified action. In order to convince the audience you need more than your opinion; you need facts, examples, and evidence to support your opinion.

For your persuasive speech with a visual aid, you are required to write and submit a full speech manuscript. The manuscript must follow one of the four persuasive outline formats presented in Unit 11 of this workbook. The manuscript must include an introduction with the appropriate functions, a body of text wherein your arguments are developed and supported with evidence and examples. In addition, the manuscript must end with the appropriate functions of an effective conclusion. You should avoid ending the manuscript (and the speech) with "Thank you." "Are there any questions?" Instead, along with a summary of your main points, you should have a climatic statement or tie back into your purpose and/or relevance stated in the opening of the manuscript.

To assist you in developing an effective persuasive speech manuscript, you should consider the following guidelines:

- Have a firm opinion that you want your reader to accept.
- Begin with a grabber or hook to get the reader's attention.
- Offer evidence to support your opinion by citing your sources.
- Provide a restatement of what you want the reader to believe or do.
- Use transitions that connect ideas and show how they are related.

ASSIGNMENT REQUIREMENTS

You are to pick one of the topics from Appendix I (or have a topic pre-approved by your instructor) for your persuasive speech with visual aid and manuscript. Be sure to read all topics thoroughly before you pick your speech topic. You must either advocate for or against the topic. Many of the topics are broad, therefore, the topic may need to be narrowed down to be more specifically focused within the subject you selected.

As an example, for the topic of Child Abuse, you could talk about disciplining children (for or against). It may be better; however, to narrow the topic even more by focusing on the use of physical discipline (for or against).

You are required to use a minimum of five resources to back up and support your position on the subject. Remember to include appropriate citations.

Be sure to include within [brackets] where you would use your visual aid/s during the oral presentation of the manuscript to the class.

The manuscript must be typed in 12 font, Times New Roman with one-inch margins top, left, bottom, and right sides.

Your manuscript should be a minimum of 6 to 8 double-spaced pages (essay format consistent to one of the approved four persuasive outline formats presented in the workbook).

It generally it takes one minute to deliver one page of double-spaced text, so this will be a 6 to 8 minute speech when you deliver it to the class using a word-phrase extemporaneous delivery outline.

NOTES:

1. You must include an annotated bibliography with your manuscript.
2. You must include a cover page for your manuscript that includes:
 - Your name.
 - Instructor's name.
 - Course title and section number.
 - Date submitted to the instructor.

Manuscript Assignment: Due Thursday, April 12th

1. View the assignment on p. 277
2. Use speech 4 to create your manuscript. There is no need to pick a new topic.
3. Your manuscript must be 6-8 pages in length. You may have to add information that you didn't use in your speech...that's ok.
4. You must have a bibliography of all of your sources in APA or MLA format. You must also include author's ethos. → Unit 16

Bibliographies

1. Use exact bibliography style, MLA, APA, etc. (Little Brown Handbook, easybib.com, MS word processor 2010 (most modern word processors), etc., could all be helpful in finding the exact style). For this class, I would like you to use MLA or APA format.
2. Alphabetize all the bibliographies.
3. Author ethos - what is the professional background of an author that makes them a credible source? Does the author have a terminal degree, have some great experience, published a book, interview someone with great ethos, or is there "institutional ethos" such as the US Center for Disease Control? (Note: Author ethos is required for speech five, and all major term papers in all courses).

Example:

Steenbarger, B.N. (2007). Enhancing Trader Performance - Proven Strategies From the Cutting Edge of Trading Psychology. New Jersey: John Wiley & Sons, Inc.

- Author Ethos - Steenbarger has a Ph.D. in psychology, is a professional trader and mentor of traders, author, and clinical psychologist. He is considered a world class leader in trading psychology. For more information see: <http://www.brettsteenbarger.com/articles.htm>