Persuasive Speech/Speech 4

Comm 100

**Purpose of Assignment:**

This speech is designed as a culmination of all the skills you have learned in the course. You will choose a topic that you find interesting, controversial, and that is intellectually stimulating to a university audience. Your goal is to motivate the audience to adopt your perspective or to act as you desire; you are to influence them in a desired direction. Your speech is to be based on sound reasoning and evidence and must include motivational appeals and credibility. You will need to conduct library research and integrate information from four published sources into your presentation.

**Requirements:**

1. The topic must be approved in advance. It should be a timely and controversial subject that you find very interesting. The topic should be important and related to your audience. Do not tell things that are common knowledge or that are trivial to your particular audience.

2. The speech should be **EIGHT** minutes in length. Use only 4 note cards. Please stay within the time limit. If your speech is over or under by more than 30 seconds there will be a deduction (7 points for every 30 seconds) and you will be cut off when you speak one minute beyond the time limit.

3. The speech should be well organized. The introduction, conclusion, and transitions must be effective. The progression of ideas should be logical and the major points must stand out from the subpoints that develop them. However, you are not tied to the exact organizational outline format. You may make some modifications if you can justify them in terms of the overall persuasive impact of the speech.

4. You must use valid and appropriate reasoning.

5. You must use methods to establish your credibility with the audience.

6. You must appeal to the audience’s values and needs.

7. Your style (language choice) should be oral, clear, appropriate, vivid and varied.

9. You are to use at least one visual aid.

10. Your delivery skills are to be extemporaneous, conversational, energetic, non-distracting and should invite transformation.

11. A **typed full sentence outline** **using the Outline Worksheet on Moodle**, submitted on the day of the speech, should:

--Provide your name and title of speech.

--State your thesis

--Follow the correct outline format.

--State your organizational pattern.

--State your specific purpose**.**

--Include and label the three functions of introduction and conclusion (written out in full sentences as you plan to deliver it)**.**

--Use various attention factors and appropriate language for oral style.

--Use various types of supporting materials (Examples, testimony, statistics, explanations, definitions, etc.).

--include attempts to establish credibility

--appeal to audience needs and values

--use sound and valid reasoning

12. **Include a reference list in APA format with at least four published sources.**

**Criteria for Evaluation:**

**First, you must meet all of the above requirements to receive a passing grade for the assignment.** Then, points will be assigned based on how well you carried out each aspect of the assignment. In other words, if each requirement is present, expect to receive about 70% of the possible points in that category. If you fail to meet one of the basic requirements, the grade will be lower on that component. If you not only meet the minimal requirements, but carry them out very well, expect to receive 80-89% or 90-100% of the possible points.

Total points for the assignment will be weighted as follows:

Outline 15

Organization 15

Reasoning/Support 20

Credibility 5

Motivational Appeals 5

Attention Factors 5

Delivery 30

# Persuasive Impact 5

Total 100 points

**Suggestions for Preparation:**

The largest amount of effort should go into developing the ideas you want to present in order to have the **largest persuasive impact** (always keep your audience in mind!!!). Make sure your main points clearly represent these ideas. Give special thought to your introduction and conclusion. These parts of your speech can make a strong impression that affects your persuasiveness.

Make use of supporting materials for elaborating ideas (i.e., statistics, definitions, testimony, specific examples). Begin your research as soon as possible so that you have plenty of time to consider how you want your speech to progress.

Review your feedback from previous speeches and decide which areas of delivery to be conscious of during the speech.

Practice aloud several times. Work on **really connecting** with your audience. Use your space, maintain eye contact, show your sincerity in your face and voice. Try to view this not as a class assignment but as an opportunity to influence a number of future leaders of our society. If you believe your topic is important, then believe that you, and we, can actually do something about it.

**Communication 100 Speaker's Name:**

**Persuasive Speech/Speech 4 Topic:**

**Evaluation Form Time:**

Fill in your name and hand this in on the day that you speak. The ratings on the subcategories stand for excellent, good, needs improvement and SEE ME. These subcategories are not of equal importance, so the ratings are not intended to "add up" to a score. The grade is based on my judgment of the overall effectiveness of the speech in the larger categories specified on the assignment sheet.)

**ORGANIZATION**

*Introduction*

Attention Getter EX G NI SM

Psychological Orientation EX G NI SM

Logical Orientation EX G NI SM

*Body*

Main points clearly stated EX G NI SM

Valid overall pattern EX G NI SM

*Transitions*

Logical relationship EX G NI SM

Internal summaries and previews EX G NI SM

*Conclusion*

Logical closure EX G NI SM

Psychological closure EX G NI SM

Clincher EX G NI SM

**CONTENT: REASONING AND SUPPORT**

*Supporting Material*

Definitions EX G NI SM

Examples EX G NI SM

Statistical Evidence EX G NI SM

Testimony EX G NI SM

Sources cited EX G NI SM

Sufficient Support Presented EX G NI SM

Effective visual aid EX G NI SM

*Reasoning*

Inductive patterns EX G NI SM

Deductive patterns EX G NI SM

Causal reasoning EX G NI SM

Reasoning by analogy EX G NI SM

Free from fallacies EX G NI SM

PERSUASIVE APPEALS

*Motivational Appeals*

Appeals to needs EX G NI SM

Appeals to values EX G NI SM

Audience adaptation EX G NI SM

No misuse of appeals EX G NI SM

*Credibility*

Competence EX G NI SM

Concern EX G NI SM

Trustworthiness EX G NI SM

Dynamism EX G NI SM

*Attention Factors*

Concrete & Close to home EX G NI SM

Audience involvement EX G NI SM

Variety & movement EX G NI SM

DELIVERY

Extemporaneous delivery Ex G NI SM

Vocal Delivery

Avoids vocal distractions Ex G NI SM

Clarity of Enunciation Ex G NI SM

Vocal Variety (pitch, rate, volume) Ex G NI SM

Physical Delivery

Avoids distracting mannerisms Ex G NI SM

Relaxed alert posture Ex G NI SM

Purposeful/relevant movement Ex G NI SM

Gestures Ex G NI SM

Eye Contact Ex G NI SM

Facial Expression Ex G NI SM

COMMENTS:

TYPED Outline \_\_\_/15

Organization /15

Reasoning/Support /20

Credibility /5

Motivational Appeals /5

Attention Factors /5

Delivery /30

Persuasive Impact /5

**Total /100**