Persuasive Speech Assignment

Description: This assignment requires you to synthesize the skills you have learned over the course of this class to produce an effective speech in a persuasive situation. When considering topics for this assignment, make sure you choose something that is important to you. If you care about the issue, producing the speech will be much easier for you to work on and deliver.

When preparing a speech that is meant to be persuasive, you must make a serious effort to understand the attitudes of your audience regarding your topic/stance. Their disposition towards your topic will influence many of the choices you will make. Examples include your persuasive goal, organizational pattern and methods of argumentation. Because this is an introductory persuasive speech with a relatively limited delivery time, you will be framing your speech with the dominant audience attitude as your guide. There will be emphasis to both speech structure and speech delivery. In addition, elements specific to persuasive speaking will be evaluated.

Goals
- Display a clear understanding of audience adaptation in a persuasive speaking situation.
- Demonstrate an understanding of logical (logos), credible (ethos) and emotional (pathos) argumentation.
- Use language and delivery to effectively appeal to your audience.

Requirements
- Length: 8-10 min.
- Topic Assignment/Audience Analysis
- Rough Draft
- Preparation Outline, Delivery/Presentation Outline
- Bibliography (APA/MLA): 4-sources minimum
- Visual Aid (1-minimum)

Value
Topic/Audience Analysis: 15 pts.
Rough Draft: 15 pts.
Outlines: 40 pts.
Presentation: 80 pts.
Total: 150 pts.