PERSUASIVE SPEECH GUIDELINES

Assignment Description: The persuasive speech you prepare and present for this class will be designed to change audience attitudes and/or beliefs and move them to take action. Although you will probably wish to build upon attitudes and beliefs we already hold—as well as utilize evidence (examples, statistics, testimony), reasoning (drawing conclusions on the basis of evidence) and emotional appeals—you will not have successfully convinced us unless you have persuaded us to take action in support of your policy (why a course of action should be implemented or terminated). This policy will be your central claim.

Your speech topic should be current (something that might appear in a newspaper or magazine). This does not mean your topic has to be a political issue or very controversial. You can select any current issue that you feel is important to bring to your audience’s attention. BUT keep in mind…your speech must highlight a societal problem or NEED and provide a workable solution to satisfy the problem. In addition you will want to show us the benefits of the solution you provide and help us visualize putting this into practice. Asking us to agree with you is not enough. Your goal is to seek immediate action from the audience. We should feel compelled to take action in support of your proposed solution.

Total Point Available: Speech (150); Prep Outline (30); Delivery Outline (20)

1. Be sure that your goal is to seek immediate action for your audience (what do you want us to do?)

2. Prepare and deliver an 8-10 minute speech according to the assignment description. (Points will be taken off for speeches that do not meet the time requirement so make sure you rehearse your speech)

3. The speech must be organized using Monroe’s Motivated Sequence. Your preparation outline must be written out in full sentences. The Attention Step is your Intro. The Need, Satisfaction, and Visualization steps are your THREE main points. The call to Action Step is part of the conclusion.

4. The speech must include a clear introduction, body and conclusion as well as links between main points. (Start strong and finish strong)

5. Emphasize careful use of language and extemporaneous delivery skills. During the speech you should improve upon the skills demonstrated in your previous speech assignment.

6. You will speak from a delivery outline (written out on notecards); NOT the full sentence preparation outline. Why?? Because I DON’T want you to read your speech!

7. You must use and cite a minimum of FOUR-SIX DIFFERENT types of credible sources from at least TWO mediums (one must be a source you would obtain from the library i.e. book, newspaper, journal article, online database) and clearly identify each in your speech, in your prep outline (written the way you will speak the citations in the speech), and formally using MLA/APA style citations in your works cited page. Please MARK which source you obtained from the library on your Works Cited page! Make sure you are citing your stats, quotes, etc… appropriately. Also be sure to utilize the CRAAP test for any .com, .net,.org websites.
8. A visual aid is required for this speech. Give credit to the sources of any artwork/pics that are not yours by providing a small citation below the picture within the slide. These citations DO NOT need to be included in your works cited. For this speech you MUST use PowerPoint or similar program and utilize the slide sync function in GoReact. Slide sync allows you to capture your ppt screen and webcam screen simultaneously. You can find your recording link, “Persuasive Speech,” in the assignment section of the Module. Be sure to limit the number of slides to 6-8 content slides (not including blank slides), limit words on the slides, and ensure the font is large enough for the audience to see.

9. Assigned speaking dates are final. Please review my policy on make-ups.

10. Your persuasive speech will have a central claim/proposition based on your policy (why a course of action should be implemented or terminated) with regard to an issue, instead of a central idea. You must prove this claim using appropriate evidence with a clear connection to the claim. Your main points should support the claim in a logical manner by following the steps of Monroe’s Motivated Sequence.

11. Professional/business casual dress is encouraged.

Materials to be turned in via the Dropboxes in D2L:

1. A typed, full-sentence preparation outline (persuasive prep outline dropbox)
2. A typed works cited page (MLA/APA format) (persuasive prep outline dropbox)
3. An image of your note cards (persuasive delivery outline dropbox)

All speeches will be recorded using the Persuasive Speech GoReact link in the assignment section of the module. DO NOT submit your speech or multimedia presentation to the D2L dropboxes.

Time

Time is a factor! You will be delivering 8 – 10 minute speeches. If your speech runs anywhere from 8:00 – 10:59 minutes, then you are delivering a speech within the allotted time frame. However, if you run under or over here is how it will affect your speech grade:

4:00 – 4:59 minutes - (- 20 points)
5:00 – 5:59 minutes – (- 15 points)
6:00-6:59 minutes- (-10 points)
7:00-7:59 minutes- (-5 points)
Speak for 8 – 10:59 minutes
11:00 – 11:59 minutes – (- 5 points)
12 – 12:59 minutes - (-10 points)
13 minutes and beyond- (-15 points)

**REHEARSE YOUR SPEECH BEFORE DELIVERING YOUR FINAL SPEECH!!**
Please REVIEW the Recording Requirements file in the course resources section of the Start Here Module. There will be a 10% deduction for not meeting the basic recording requirements and a 25% deduction for not meeting the live audience requirement. PLEASE stand when delivering your speech and introduce you live audience so I can see who is in the room with you!