

Speech #4: The Persuasive Speech

Purpose: To persuade your audience to engage in a specific action, activity, or behavior.

Time Requirements: 5-7 minutes **Total Points Possible:** 150

Speeches will be delivered in class on **April 26, 2021 at 3:00 p.m.**

Assignment Description: This presentation is your final exam in this course. The purpose is to assess your ability demonstrate *ALL* of the skills we learned in this course this semester. Therefore, your assignment is assessed based on the following criteria:

1. Speaking in an extemporaneous tone
 - Sound like you are having a conversation with your audience
 - **READING YOUR ENTIRE SPEECH IS NOT ALLOWED!**
 - Eliminate disfluencies (that means, saying “UM”, “UH”, “LIKE”, etc. will cost many points)
 - Incorporate vocal variety, pitch, and speaking rate to avoid sounding monotone
2. Incorporating six (6) verbal citations from six (6) different sources
 - Properly citing sources in the speech (while speaking)
 - Making sure the sources are credible
3. Including Transition Statements
 - Make sure there is a transition statement after the introduction and before the first main point
 - Make sure there is a transition statement after the last subpoint in main point 1 and before Main point 2
4. Incorporate a specific call to action
 - You will tell your audience specifically what to do after hearing your speech
 - Give specific instructions for how to accomplish a specific goal as a result of hearing your speech
5. Manage Nervousness
 - Do not tell the audience you are nervous (doing so will result in a significant grade reduction)
 - Exhibit the highest amount of confidence you have exhibited during any speech this semester
6. Compliance with speaking time
 - You will speak between 5 minutes and 7 minutes

- There are stiffer penalties for not complying with the speaking time (it will be impossible to earn a “B” or higher on this presentation if you are not compliant with the speaking time)

7. Presentation Aid

- Be sure it does not feel as though you held an object to comply with this requirement
- If you are using a PowerPoint, comply with the 6X6 rule

8. Make sure the WIIFM principle is addressed

- Remember, keeping your audience engaged means they need to feel like they are getting something useful and new from your speech
- Your speech topic is assigned to you which makes you objective about the subject matter
- The challenge is to ensure the information in your speech is practical for you and your audience

9. ABCs of Introduction

- Attention getting device (immediately at the start of your presentation)
- Build your credibility (as it relates to the content in your speech)
- Connect with your audience (using “us”, “we”, “Together”, etc. pronouns; also preview the main points of the speech, e.g. - Today we will discuss the skills we have built together this semester and the skills we will learn together)

10. Body

- Must comply with the organizational speech pattern we learn together over the next few weeks.
- The organizational pattern, Monroe’s Motivated Sequence contains five (5) specific steps
- Must include citations

11. TRU Conclusion

- Transition statement to close
- Review the main points of the speech
- Provide a Memorable and unforgettable ending
- State a definitive Call to Action

You have learned a lot about Public Speaking in 16 weeks – Good for You!

Outline Component

Outline is due by Friday, April 23, 2021, 11:59 p.m.

1. Formatting Guidelines

- a. Type written Word-document
- b. Times New Roman, 12-point Font are the **ONLY** acceptable font style and size
- c. Double spaces between sentences
- d. 1" margin

2. Title Page

- a. Running head
- b. Page number (Each subsequent page in the essay should have page numbers as well)
- c. Title of your speech
- d. Your Name
- e. Name of the college

3. Outline

- a. Title of speech
- b. Purpose statement
- c. Introduction
 - i. Attention getter
 - ii. Preview main points
 - iii. Thesis statement
 - iv. Transition statement
- d. Body – At least six (6) in-text citations from different sources
 - i. Main point 1
 - 1.) Sub-point 1 (proper in-text citation)
 - 2.) Sub-point 2 (proper in-text citation)

Transition statement

- ii. Main point 2
 - 1.) Sub-point 1 (proper in-text citation)
 - 2.) Sub-point 2 (proper in-text citation)

Transition statement

- e. Conclusion
 - i. Review main points
 - ii. Unforgettable ending
 - iii. Call to Action

4. Reference Page

- i. At least six (6) different sources
- ii. Must meet APA standards