

COMM 111--Value Persuasive Speech by: _____

1st Persuasive

A=distinguished achievement; OK=adequate/average; X=inadequate/below average

- A OK XX 1. Gives a persuasive claim-of-value speech promoting a product, place, or program, as previously approved by the instructor and identifying (as main points) well developed standards for value judgments and applying those standards to the topic.
- A OK XX 2. Introduces the speech, including an attention step, central idea (claim of value, using "good," "better," or "best"), credibility step, and a preview of the speech's body. (L pp. 178-187)
- A OK XX 3. Clearly identifies and enumerates the main points in the body while providing clear oral transitions between main points (L ch. 9).
- A OK XX 4. Speaks clearly and audibly, with appropriate enthusiasm.
- A OK XX 5. Speaks extemporaneously (i.e., using good eye contact, not tied to notes, not memorized, not using a manuscript) **using only note cards**.
- A OK X 6. Delivers the speech appropriately and well (good language choice, avoidance of non-fluencies, etc.).
- A OK XX 7. Uses at least 5 pieces of evidence, 2 of which are different types of evidence (L Chap. 8).
- A OK X 8. Uses 2-3 slides. (L pp. 256-266, Handbook p. 14)
- A OK X 9. Orally cites at least 2 different published sources of evidence in the speech. (L. pp. 153-155)
- A OK XX 10. Hands in a typed speech outline at the class sessions in which the speech is given, following the outline template for value speeches in this Handbook, with sources of evidence indicated in the outline itself and cited as a bibliography in either APA or MLA format.
- A OK XX 11. Briefly concludes the speech, including a summary of main points and one additional concluding device. (L pp. 188-193)
- A OK X 12. Properly finishes the speech within 5 (minimum) - 7 (maximum) minutes.

Grading:

If there are no "X's" then the instructor will count the number of "A's" earned, using Table 1. This is the grade for the speech. If there are "X's", then FIRST the instructor will tally the number of A's using Table 1, THEN using Table 2 the grade from Table 1 will be lowered 1/3 letter grade for each "X". I.E. a speech with 9 "As" and 1 "X" will receive a "B+"; a speech with 8 "As" and 2 "Xs", a "B-"; a speech with 4 "As" and 1 "X", a "C+"; etc. NOTE: Using this method automatically accounts for "OK's", which do not need to be tallied.

Table 1--Speeches without any "Xs" on Any Objective:

# A's	12	11	10	9	8	7	6	5	4	3	2	1	0
Grade	A+	A	A -	A-	B+	B+	B	B	B-	B-	C+	C+	C
Points	85	81	78	78	75	75	72	72	70	70	66	66	64

Table 2--Speeches with "Xs" on One or More Objectives:

- # X's	---	---	---	---	---	---	---	---	---	---	---	---	---
Grade	---	A	---	A-	---	B+	---	B	---	B-	---	C+	C
Points	---	81	---	78	---	75	---	72	---	70	---	66	64

("C-"=61; "D+"=58; "D"=55; "D-"=53; "F+"=49; "F"=47; "F-"=44; not given=0)

COMM 111-- SAMPLE OUTLINE TEMPLATE (for Value Persuasive Speeches)

Parallel Structure: The first main point of this speech should list the standards for the value judgment, e.g.: "What constitutes a good university?" The second main point of this speech should outline how your product, place, or program meets the standards for the value judgment, e.g.: "How does WSU meet these requirements?"

This speech should be organized in parallel structure. For example, if you chose a wide selection of majors, Greek life and helpful financial aid staff for your sub-points under your first main point of what constitutes a good university, then under your second main point you would address how WSU provides a wide selection of majors, Greek life and helpful financial aid staff in that order.

Specific purpose:

Introduction

- I. Get audience's attention
- II. State central idea (and relate it to audience)
- III. Credibility step (state why you are qualified to speak on this topic)
- IV. Preview the main points of the body
 - A. (Same as first main point in body)
 - B. (Same as second main point in body)

(Use the word "first" somewhere when introducing your first main point.)

Body

- I. Establish standards for value judgment
 - A. First main sub-point
 1. Support
 2. Support
 - B. Second main sub-point
 1. Support
 2. Support

(Your transitions should include double enumeration and be placed between your main points.)

- II. Apply those value judgment standards to speech topic
 - A. First main sub--point
 1. Support
 2. Support
 - B. Second main sub-point
 1. Support
 2. Support

Conclusion

- I. Summary of main points in Body
 - A. First main point (same as Intro. IV. A. and as Body I.)
 - B. Second main point (same as Intro. IV. B. and as Body II.)

- II. An additional effective concluding device

Bibliography

Use at least 5 pieces of evidence from 2 published sources indicated in the outline and cited as endnotes at the end of the outline, following MLA or APA format.

Refer to the class text by Lucas, 13th Ed. Chapter 7, pg. 130 for examples of correct bibliography formats for various types of sources.

Claim of Value Speech Understanding Content and Organization

Specific Purpose: to persuade that WSU is a good university.

Introduction

- I. Take a moment to think about why you chose to attend Wichita State.
- II. Wichita State is a good university.
- III. I spent my junior and senior years of high school doing research on various universities and comparing them, while ultimately settling on Wichita State University.
- IV. Preview of main points.
 - A. A good university must meet certain standards.
 - B. WSU meets the criteria of a good university.

Body

- I. **First**, a good university must meet certain standards.
 - A. A good university must be affordable
 1. *These sub-sub-points show why the sub-points are important.*
 - 2.
 - B. A good university must have a variety of majors.
 - 1.
 - 2.
 - C. A good university must have an outstanding faculty.
 - 1.
 - 2.
 - D. A good university must have extracurricular activities.
 - 1.
 - 2.

*(**First**, I have told you what standards a good university must meet. **Second**, I want to tell you which university I believe meets these standards.)*

- II. WSU meets the criteria of a good university.
 - A. WSU is affordable.
 1. *These sub-sub-points show how WSU meets each sub-point criteria.*
 - 2.
 - B. WSU has a variety of majors
 - 1.
 - 2.
 - C. WSU has an outstanding faculty.
 - 1.
 - 2.
 - D. WSU has extracurricular activities.
 - 1.
 - 2.

Conclusion

- I. Summary of main points.
 - A. A good university must meet certain criteria.
 - B. WSU meets the criteria for a good university.
- II. (concluding statement)

Bibliography

1. Christine L. Chatfield, The Nation's Universities. (New York: Villard Books, 2012). pp. 15-19.
2. Les Lampe, "An Overview of Wichita State University," Higher Education Today (8 May, 2013): 34-36.