

Assignment for the Exercise in Persuasion: Monroe's Motivated Sequence

1. Prepare an 8-10 minute persuasive presentation using Monroe's Motivated Sequence.
2. Use an abundance and a variety of logical argumentation (inductive and deductive) to support your claims. Cite the sources of your evidence aloud in your oral presentation.
3. Carefully consider your prior ethos. Employ a variety of methods to derive ethos.
4. Use strong, grounded emotional/motive appeals (pathos).
5. Include at least two original stylistic devices.
6. At the end of the outline include:
 - a. An audience analysis paragraph
 - b. Two stylistic devices (figures of speech, tropes) from your speech
 - c. Two fully structured enthymemes
 - d. Two ways you derive ethos in your speech
 - e. Two emotional/motive appeals from your speech
 - f. A bibliography of works you consulted in composing your presentation.
At least three written sources of information are required for all speeches unless otherwise indicated by your instructor.
7. Submit an electronic copy of your full sentence outline to the online platform, as specified by your instructor.
8. Submit to the instructor a full sentence outline that conforms to the sample outline specified by your instructor.
9. Speak extemporaneously from a speaking outline or notes, without reading or memorization.

Clarifying instructions:

(Be sure to listen to the details of the assignment as presented by your instructor in class. Write them here to make sure you fulfill the assignment requirements.)