

Persuasive Speech 1

Purpose:

The primary objective of this speech is to persuade, either by reinforcing or altering the audience's attitudes, beliefs, values, and behaviors or by suggesting new attitudes, beliefs or values to your audience.

Objectives:

- Develop and deliver an original **5-8 minute** persuasive speech using **extemporaneous** style of delivery
- Conduct appropriate research, using **qualified sources** to obtain supporting material for your speech
- Construct **logical** and **emotional appeals** (*logos* and *pathos*) that target characteristics of the audience
- Illustrate some **audience analysis** that specifically relates the topic to your peers
- Integrate **ethos**, or credibility, into the speech
- Develop an appropriate and strategic **organizational pattern** for the body of the speech
- Use effective **patterns of reasoning** throughout to connect your supporting materials to claims
- Develop an **effective introduction and conclusion**
- Use **effective transitions** to create a logical flow within the speech
- Develop and use a **presentational aid** that enhances the presentation of supporting material.
- Use both your **body** and **voice** to create effective physical and oral delivery

Goals and Evaluation:

- Select a topic that you will be able to give persuasive speeches on both sides of the issue. It may be necessary to provide some background information but your primary goal is to use a persuasive organizational method and to integrate effective reasoning and emotional appeals throughout the speech. Remember to conduct research to find new, updated, and relevant supporting materials that can be used to highlight effective reasoning.
- Follow the steps of **Monroe's Motivated Sequence** or **Problem-Solution** format throughout the speech
- Develop a specific purpose and central idea/thesis
- Cite your sources **orally**
- Use no more than **SEVEN notecards** containing a delivery outline (please do not speak from sheets of paper. If necessary, cut paper into notecard size.
- Narrow the focus and purpose to provide a reasonable substantive discussion
- Highlight audience analysis and adaptation in your content

- Use at least **2 specific strategies of reasoning** and **2 emotional appeals**
- You must use a minimum of **SEVEN credible and appropriate outside sources** from **THREE different types** (magazines, newspapers, academic journals, books, websites, think tanks, or other media sources)
- **Include a typed, 12-point font, full sentence preparation outline** containing the speech's specific purpose and central idea. Follow the format provided in class and in Chapter _ of your textbook
- Attach to the outline a **reference list** of at least **SEVEN references that is prepared using MLA or APA style**
- Create and use an **effective presentational aid**
- This speech is worth 100 points.

Time Penalties:

1 second – 15 seconds over/under: - 5 maximum

16 seconds – 30 seconds over/under: -10 maximum

31 seconds over/under –1-minute over/under: -15 maximum

1-minute, 1 second – 1½-minute: -20 maximum

Over 1 ½ minute: Speaker will be stopped and missing elements will receive no credit