

PERSUASIVE SPEECH

Speech Type: Extemporaneous

Time: 5–7 minutes

Points: 225 points (200 for the speech and 25 for the visual aid)

Specific Purpose: To persuade the audience to change their attitudes, values, or beliefs about a topic that is recent, controversial, interesting, and appropriate for a college classroom audience by demonstrating a command of the artistic proofs: logos, ethos, and pathos while using language devices.

Organizational Pattern: Problem-Solution, Refutation, Monroe's Motivated Sequence

Proposition Type: Fact, Value, or Policy

Audience Type: Receptive, Neutral, or Unreceptive

SPECIFIC REQUIREMENTS

1. Must be delivered extemporaneously, with proper use of note cards.
2. Delivery must demonstrate practice and preparation through excellence in eye contact, vocal variety, facial expressions and gestures.
3. Must demonstrate an approach specifically tailored to your audience, and topic must be relevant at the beginning and throughout your speech. Why is this topic significant? Why do you care? Why should your audience care? How is this speech relevant to your audience?
4. If you go over time (7 minutes) you will lose points.
5. Must have a strong introduction and conclusion with all required elements of each.
6. Must turn in a typed outline which includes all critical elements completed, including headings: Specific Purpose, Central Idea, Organizational Pattern, Proposition type, Audience type and a reference page.
7. Carefully plan how and when you will incorporate your visual aid in your speech.
8. Appropriate attire and appearance is required for this speech—think business casual.
9. Revise your note cards so they are useful for you.
10. Support your ideas with supporting material. A minimum of 5 credible sources must be cited orally in your speech and on your reference page formatted according to MLA or APA style. You may only use one web source that is not available from an original print source, but it cannot be one of the web sources listed under "Unacceptable Sources."

Acceptable Sources	Unacceptable Sources
a. Books	a. eHow, ask.com, about.com, etc.
b. Journal articles	b. Facebook, Twitter, YouTube, Wikipedia
c. Newspapers	c. Blogs
d. Magazines	d. Interviews without a provided transcript
e. Web versions of print sources	e. Yourself from previous academic work
f. Websites ending in .gov or .edu	
g. Interviews (with transcripts provided)	
h. TED Talks	