

Persuasive Speech Assignment

Speech Type: Extemporaneous

Time: 5 – 7 minutes (“safe” from 4:30 – 7:30)

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

Organizational Pattern: Comparative Advantages, Monroe’s Motivated Sequence, Problem-Solution, Refutation

Proposition Type: Create an argument based on a claim of policy – must use the words “should” or “should not” in your claim!

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, and gestures.
3. Should demonstrate an approach specifically tailored to your audience, and your **policy claim** should remain relevant throughout the speech. Why is this topic significant? Why do you care about it? Why should we care?
4. Must meet the **time requirement** (4:30 – 7:30). You will lose 5% of the speech grade for every 30 seconds you are over or under the 5 – 7 minute window.
5. Must have a strong Introduction and Conclusion (with the exception of the M.M.S. pattern) with the four respective components of each.
6. Must submit a **preparation outline** (worth 25 points) with fully developed points and sentences, and all in-text citations. Must follow specific outline format requirements and include a Works Cited page.
7. Support your claims and ideas with evidence! A **minimum of five (5) outside sources** are required for this speech. All sources must be cited at least once in-text, orally during the speech presentation, and should have a citation listed on the Works Cited page. Use APA or MLA style citations on the Works Cited page and in-text.
8. Must create and present a **visual aid** (worth 25 points). May use a PowerPoint or Prezi presentation, an object, demonstrate or wear something, etc. (see your notes from Chapter 16).

Appropriate Reference Guidelines (continued on next page)

Acceptable Sources:

- a. Books (print or web)
- b. Journal articles (print or web)
- c. Magazine articles (print or web)
- d. Newspaper articles (print or web)
- e. Websites ending in .edu or .gov (check with me if you have questions about a site!)

- f. Interviews with a transcript provided

Unacceptable Sources:

- a. Wikipedia, ask.com, etc. (sites not peer-reviewed)
- b. Facebook, Twitter, Instagram
- c. Blogs
- d. Interviews without a transcript provided
- e. Yourself from previous academic work