The Commercial Speech

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Public Speaking

Objectives:

1. Develop persuasive speaking skills
2. Promote self-confidence in public speaking and speech making

Instructions:

1. Write an original commercial.
2. The minimum length is 100 years.
3. The name of your product must be original.
4. Repeat the name of the product during your speech several times.
5. Use a jingle or slogan or both.
6. Make and bring the product for use in the speech.
7. Music may be incorporated into the commercial.
8. You can use any type of visual aid to help you sell the product.
9. Use good eye contact, physical movement, and vocal energy to sell your product.
10. Record your commercial.

Adapted from: *The Complete Book of Speech Communication*