

COM 101- Introduction to Public Speaking
Persuasive Speech

Assignment Points – 150

Time: 6 -8 minutes

Course Objectives:

1. Employ a variety of supporting materials and organizational designs in the preparation of speeches.
2. Employ a variety of modes and appropriate presentational styles to present speeches
3. Demonstrate increased confidence in public speaking situations
5. Effectively apply the principles of good visual communication

Assignment Objectives:

1. To successfully prepare and deliver a major persuasive speech using a persuasive pattern and ethos, logos, and pathos appeals effectively
2. To demonstrate effective *vocal aspects of delivery* including: articulation, pronunciation, vocal expression, rate of speaking, and vocal projection
3. To demonstrate effective body language including appropriate gestures, posture, and eye contact
4. To build confidence by preparing well, visualizing success, and practicing out loud

Supporting Chapters: 11 Delivery; 9 Presentation Aids in Public Speaking; 13 Persuasive Speaking

Assignment Details:

This major speech assignment provides an opportunity for students to demonstrate an understanding of persuasive speaking, organization skills, practice, effective body language, eye contact, and vocal aspects of delivery, and the ability to design an effective speech supported by evidence and enhanced by engaging visual aids.

According to O’Hair, “[T]o persuade is to advocate, to ask others to accept your views” (189). In this speech, you will attempt to change your audience members’ attitudes, and, potentially their actions, with regard to a particular issue or topic. When deciding on a topic, consider issues that are both **controversial** and to which you are committed. A controversial topic will involve the audience; a topic to which you are committed will make it easier for you to speak with passion and conviction.

Give careful consideration to how you will organize your speech. Your textbook provides examples of organizing propositions of fact, value, and policy. To construct your speech, you may use Monroe’s Motivated Sequence, Refutation, or Problem-Solution design. Regardless of the design you choose for the body of your speech, **be sure to include all components of an effective introduction and conclusion, taking special care to incorporate the final appeals component of the conclusion with a call to action.**

Remember that your credibility, your reasoning, and your emotional appeals will ultimately persuade your audience. Your credibility in this speech is paramount. A good argument is well-supported. Your audience must trust you and believe that you are providing credible information if they are going to consider responding to your call to action. To do this, you should carefully research this speech; incorporate compelling evidence in the form of facts and statistics, testimony, examples, and narratives; and consider the opposition’s point of view. Be sure to **use and orally cite at least three credible sources** to help you make your case.

Emphasizing important words, employing clear articulation and accurate pronunciation, as well as appropriate vocal variation, rate of speech, and vocal projection will improve the quality of your speech. As with any speech, appropriate eye contact is necessary to establish and maintain connection with the audience.

Appropriate visual aids will enhance and support your speech. **Visual aids are required.** They may include physical objects, paper-based documents/images (used on doc cam) or PPT slides. If you use small objects, you must use the document camera to make them visible to your audience. Remember that a visual aid supports and enhances the content.

Designing the Persuasive Speech

The persuasive speech attempts to influence the audience. To be sure you've designed the best persuasive message follow these steps:

- Select a topic which will be submitted for approval on the planning form (*you are encouraged to discuss topics with me before submitting the planning form*)
- Brainstorm to decide if the speech will argue a proposition of fact, value, or policy
- Outline key points and support for each and consider how you will use ethos, pathos, and logos
- Research your topic and find at least three credible sources. Record all citation information for both the works cited page and to reference while writing the oral citations
- *(Submit Persuasive Planning form on the assigned day for feedback and approval and *to get full credit for the written assignment*)
- Write an introduction with an attention-getter, orientation to the subject, credibility, and presentation of the these and a preview of key points
- Draft speech based on rough outline - translate into preparation outlines and note cards
- *(Submit Persuasive Speech Preparation Outline on the assigned day *to get full credit for the written assignment*)
- Select visual aids carefully
- Practice your speech several times, initially with your preparation outline and then with just your notecards. It is recommended that you rehearse your speech at least four times. This process will ensure confident extemporaneous delivery.
- On your speech day, come to class with your planning form, typed and printed preparation outline, and works cited page, and notecards that adhere to note card guidelines in a **pocket folder with your name on it**.

Key policy reminders: only **key phrase note cards** may be used for this speech (not outlines on full sheets and not **fully written speeches** even on note cards) Speaking from a manuscript, i.e. **full paragraphs** will result in an F for the speech. Remember your visual aids—this speech cannot be delivered without the required visual aid(s), and **cite all sources** clearly to avoid plagiarism. Failure to adhere to **all course and assignment policies and guidelines** will result in an **F** for the speech.