

Persuasive

SPE 111: Public Speaking

- Due:** Weeks Ω
- Length:** 6-8 minutes
- Points:** 250
- Sources:** 3+ credible, orally attributed, and cited sources
- Visual Aid:** Required
- Outline:** Labeled outline (completed during our student-teacher conferences. If you didn't already get one, the copies are next to the printer).

Overview of Assignment

For your third speech, persuade us of something highly specific, timely, and meaningful with a well-researched and well-organized speech. To do this, you'll need to identify and explain a meaningful controversy over which intelligent people can disagree; then, you'll need to research and argue a unique position within that controversy. Avoid tired, obvious topics that don't bring anything new to the table, and be sure to tailor your argument so that your audience can act on it. And whatever topic you choose, be sure to anticipate and acknowledge potential counterarguments.

You'll also need a well-documented and useful visual aid that helps your listeners understand and follow along with your argument (not just cat memes).

Purpose of Assignment: Skills Practiced and Knowledge Gained

This assignment is designed to help you practice the following skills:

- Preparing a well-researched and well-organized persuasive speech that appeals to a specific audience.
- Identifying through research and reflection both a meaningful controversy and an arguable position within that controversy.
- Constructing a thoughtful argument using reasoning and research from credible sources, and anticipating counterarguments to your argument.
- Designing and incorporating appropriately documented visual aids (slides, etc.) that aid audience understanding of speech.
- Delivering a speech engagingly in front of an audience.

Required Elements for Success

(More on back)

To be successful, your Persuasive Speech should contain the following elements:

Introduction

- Relevant attention getter.
- Persuasive thesis.
- Explicit significance (why audience should care).
- Preview of argument (2-4 linked points).

Body of Speech: Makes an Argument

- Two to four clearly stated and linked points.
- Clearly organized and thesis-driven argument.
- Researched support for claims.
- Oral attribution for researched support.
- Explicit transition language to show listeners how evidence supports thesis.

Conclusion

- Clearly signaled transition to closing summary.
- Explicit summary of argument's main points.
- Memorable ending.

Style & Delivery

- Engaging verbal delivery (sufficient volume, varied intonation, appropriate speaking rate, few to no oral fillers)
- Engaging nonverbal delivery (consistent eye contact, controlled gestures, good posture, animated facial expressions)