

## Quarter 2 Final: Persuasive Speech Assignment

### **Project Description:**

While reading *1984*, we identified and discussed a variety of propaganda and persuasive techniques. Big Brother used slogans, repetition, and leading questions to control the citizens of Oceania. Today, in our society, politicians, religious leaders, and corporate executives utilize the same strategies to exert control and influence our choices.

For your final assessment, it's your turn to use propaganda and persuasive speaking techniques to convince your fellow classmates of your point of view.

Choose one of the controversial issues (or a related issue) we've discussed in class to research in depth and formulate an argument to support a specific viewpoint:

- Surveillance
- Advancement of Technology
- Gender Roles
- Reproduction & Repression
- Consumerism
- Marketing & Advertising
- Interrogation and prison systems
- Social & Economic Role of War



### **Here's an example of choosing your issue:**

If you choose *Surveillance*, you might consider writing a speech on data mining (looking through email of potential terrorists), employers researching your Facebook page, or the heightened security in airports. If you choose *Reproduction & Repression*, you could focus on limiting the number of children women can have (like in China) or the limited roles women are given in politics.

**A sample assertion** for the issue of employers researching your Facebook page (surveillance) may be: *"Individuals should have privacy in public networking; their personal life should not influence the possibility of hiring them."*

**To get an A, you must do the following:**

### **Research**

- I can make an annotated bibliography with MLA formatting.
- I can select and site 6 text sources (3 pro-position, 3 counter-argument)
- I can select and site 1 multi-media source (my clip exceeds no more than 30 seconds).

### **Writing: Organization & Content**

- I can produce clear and coherent writing in which my arguments are developed, organized, and supported with convincing evidence.
  - I can use examples from at least three of my text sources and I cite them in my speech.
  - I include at least four propaganda and/or persuasive speaking techniques into my speech.
- I turn in a typed final draft of my speech on January 18th.

### **Presenting Speech**

- I can present information, findings, and supporting evidence clearly, concisely, and logically such that my listeners can follow my line of reasoning.
- My speech is within 15 seconds of five minutes (including set up time and media clip).
- I speak clearly and loudly.

### **Incorporation of media**

- I have created a powerpoint that includes:
  - At least three images
  - A sound or video clip (30 seconds or less).
- All media I use enhances my argument.
- I cited my media in my annotated bibliography.

### **Due Dates:**

**Wednesday, December 14<sup>th</sup>:** Topic/Central Assertion

**Wednesday, December 21<sup>st</sup>:** Annotated Bibliography

**Wednesday, Jan 11<sup>th</sup>:** Rough Draft

**Wednesday, Jan. 18<sup>th</sup>:** Final Draft of Speech

**January 19<sup>th</sup>-20<sup>th</sup>:** Speeches Given (Speeches are moved to quarter 3).