

## Persuasive Speech Assignment

The purpose of this assignment is to provide students with experience in persuasive speaking. This assignment is the culmination of the principles that have been examined in this course. Students are expected to present a persuasive message that is audience adapted, well reasoned, clearly organized, and extemporaneously delivered.

Select from one of the following types of persuasive speeches. These persuasive functions are discussed in the text.

1. **Adjusting listener attitudes, beliefs and values:** The goal of this speech is to provide good reasons why audience members should adjust their attitudes, values or beliefs on a particular topic.
2. **Urging Action:** This speech attempts to connect the inner world of the listener to some desired action. The action should be workable and provide some degree of solvency.
3. **Answering Opposing Views:** In this speech an advocate attempts to show why a prevailing belief or viewpoint is problematic.

Each of these types requires the speaker to use evidence and reasoning in an appropriate manner.

Procedures:

- Select one of the above and develop a 5-7 minute presentation.
- Visual aids are Mandatory.
- Use an extemporaneous speaking style. (Do NOT read your speech)
- A FULL sentence outline, and a Reference page (utilizing APA) are required and due one class date prior to the first assigned speech date. (No one will receive a speech time slot without submitting their outline ON TIME and it MUST be TYPED)
- Audience participation is vital to all speeches therefore everyone will be assigned audience evaluation sheet on the days they are not speaking. Three individuals will be selected to ask a question of each speaker. The questions should be well thought out and point out something that either needs clarification or some inconsistency in the speech.
- Each person is to cite a minimum of four credible sources verbally in the text of the speech and provide a TYPED proper reference page. (4 to 9 on the APA Reference page). These are due WITH YOUR OUTLINE!!