

## 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 researched, 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.

Graded criteria is detailed in the speech rubric. Please consult the criteria to select level appropriate to the grade desired. The speaker is required to use evidence and reasoning appropriate for a persuasive presentation based on the elements taught in the course.

### Procedures:

- Select one of the above and develop a 5-7 minute presentation.
- Visual aids are Mandatory. Students will be graded on how well they execute the use of their selected presentation aid.
- Only extemporaneous speaking style is allowed, do NOT read your speech!
- Speeches must follow the format taught in class. Use the structure (introduction, body & conclusion being sure to use all of the elements).
- A FULL sentence outline, and a Reference page (utilizing APA) are required and due per the calendar. Supporting paperwork is always due prior to speaking dates, be aware of due dates. (No one will receive a speech time slot without submitting their TYPED outline ON TIME)
- Audience participation is vital to all speeches therefore everyone will be assigned audience evaluation sheets 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. Audience members are responsible for protecting the grade of the speaker and must therefore ask questions to help the speaker clarify any areas that were lacking in the presentation.
- Speakers must cite a minimum of four academic sources verbally in the text of the speech and provide a TYPED proper reference page in order to earn a C on the presentation. Students who wish to earn a B or an A on the presentation must reference a minimum of six sources, four of which must be academic.