Public Speaking
Instructor: J. Sanchez

PERSUASIVE SPEECH

Instructions:
Persuasive speeches can be about Fact (what is), Value (issues of right and wrong), or Policy (a course of action that should be taken). For this assignment you are required to persuade audience members on a researched topic of your choice (topic subject to instructor approval in advance to due date). You will be acting as an advocate presenting your viewpoint on a particular issue, using facts and other researched information to support your views. This speech is not just your opinion; research is required to support your position. Your speech must contain clear persuasive goals. Your audience members should know exactly what you are attempting to persuade them to think, feel, or do as a result of your speech. Spend some time addressing the opposition (those who might disagree with your viewpoint), in order to point out flaws in their argument, while addressing why audience members should agree with you. To assist you with conducting research, there is a mandatory Library Research Presentation scheduled for our class (see syllabus). Attending this presentation is necessary to complete this speech assignment.

Time Limit: Speech time limit is 8 minutes. Question and Answer session will follow.

Topics:
When choosing a topic, please consider one that you are truly interested in. Along with facts pertaining to your speech topic, you must also include why you chose this topic, why this topic is personally significant to you, and why your audience should also consider this topic interesting and important. See syllabus for deadline to submit potential topic ideas for consideration.

Question & Answer Session and Speech Supplements:
After each speech concludes, speakers will take questions from audience members. In addition to evaluating speakers, audience members will be required to prepare questions for each presenter. Speakers should conclude their speech as usual and then signal their availability for questions from audience members (for example, “I will now take questions from the audience.”). If you plan on supplementing your speech with any photos or videos, please review with instructor in advance to due date.

Title: Your speech must have a CREATIVE title (write this on the board and include on your Instructor Speech Grading Sheet and outline). The title should not simply be “Persuasive Speech”.

Bibliography: Typed APA format referencing a minimum of two credible sources. The above mentioned Library Research Presentation (at the MCC Library) will review APA formatting and locating credible sources. You must also verbally credit your sources within your speech in order to avoid plagiarism. Do not announce all sources at the conclusion of your speech!

Handouts: handouts for the class, brochures, where to find additional information, etc. are strongly encouraged. Please have enough copies for all students and instructor.

Outline: Students are required to submit a TYPED outline that includes your name and (creative) title. Follow the outline format illustrated in your text, Chapter 11, Outlining your Speech, pages 140-141.

Required Reading:
Chapter 4: Effective Listening pages 51-52 (Questions)
Chapter 11: Outlining Your Speech (follow outline example, pages 140-141)
Chapter 16: Foundations of Persuasion
Chapter 17: Persuasive Speaking

Evaluation Requirement: from Blackboard, print two copies of the Anonymous Persuasive Speech evaluation form. Students are required to evaluate two separate speakers in class on speech due date.

SEE SYLLABUS FOR SPEECH DUE DATE