## COM101 PUBLIC SPEAKING ASSIGNMENT #2: PERSUASIVE SPEECH (15%)

**(6/7 minutes long)**

PURPOSE AND GRADING

The purpose of your persuasive speech is to influence the thinking and actions of your audience; that is, to change/reinforce attitudes through logical and emotional appeals and the goal is shared problem-solving in an ethical framework.

Your grade will not only depend on clear organization and adequate development of your persuasive proposition but also on solid evidence used to support your argument. Your speech delivery techniques and adherence to the time limit also count towards your grade as outlined above

The topic of your presentation will be decided upon based on your own values attitudes, beliefs, interests, knowledge, skills and personality.

You will be graded based on (1) how well you organize and develop your persuasive message (2) how well you deliver your speech -- that is, in free and dynamic speaking mode with effective use of audio/visual aids.

The presentation must be video-recorded and shared via OneDrive as designated; the speech outline, slides, and full speech text are to be uploaded on Moodle separately as designated.

## GUIDELINES AND SPECIFICS

1. **Content: Organization and Development**

Make sure that you narrow down your topic very specifically. Begin your persuasive speech with **common ground material** (common experiences/goals/problems) and then give **persuasive purpose/proposition,** followed by your **preview statement.** Remember that your purpose/proposition should be **moderate and attainable**, given you only have 6/7 minutes to persuade the audience. Your specific preview statement in the introduction must refer to the reasons/points to be presented and argued for. In developing your position you must use logical and emotional appeals that are substantiated by different types of telling and showing by extension. Types of telling include definition, exemplification, narration, statistics, description, quotation, comparison and contrast, repetition and restatement. Types of showing include pictures, tables, maps, cartoons, graphs and so on. Remember that your goal is shared problem-solving in an ethical framework. In closing, restate your position/persuasive purpose and give a review statement. End with memorable/ common ground material.

2. **Delivery: Visual and Vocal Aspects**

With reference to your speech delivery, it must be **extemporaneous.**  You must present freely and dynamically with confidence and enthusiasm, effective eye contact, good posture, expansive gestures, and strong vocal qualities -- color, flow, energy as keyed to rate, pitch, and volume. In general, remember that if you rely mostly on your notes/read you will risk losing your audience's interest while if your delivery is just a memorized rendition, you risk sounding inauthentic and losing credibility.  In order to present extemporaneously in this **free, spontaneous and dynamic manner**, you must **prepare very well**, giving yourself ample time (three to five days) to rehearse and thus grow in confidence and establish strong stage presence.  If you prepare well, you will know you have and this will 'show' – that is, you will perform better/this preparation will materialize in terms of greater speaker confidence and enthusiasm.

3. **Use of notecards or an electronic device during delivery**

For reference and/or confidence related purposes you may use 3' x 5' notecards or an electronic device such as your phone or tablet.  These brief notes (phrases or full sentences at times) are meant to jog your memory with regards to sequence of points, quotations or numbers you are to give and so on.  They are not meant to be a full text/ manuscript of your speech that you read. This would negate the objective of delivering your speech in an extemporaneous manner.

You may choose not to use notecards or an electronic device at all. It is advisable, however, to have notes handy should you need to refer to them at some point.

4. **Audiovisual Recording of Presentation  (7 MARKS)**

Set up your presentation in **an environment adapted to purpose.** This may be an office/study/or dining area.  Connect your laptop to **a large television screen** to show your power point slides.  **Make sure the television is elevated to your eye level** so you can easily refer to the images /graphs/ cartoons accordingly without having to bend over or look up high. This will facilitate effective rapport with the audience/viewer and allow for enhanced credibility.

**Generally, the speaker must be in full shot/full view so posture, gestures, face and bodily movement is captured**.  DO NOT READ FROM ANOTHER SCREEN AS THIS IS OBVIOUS

The recording is to be shared via OneDrive as instructed. A good signal will facilitate faster uploading, and depending on connection, it may take a very long time to upload (hours).  If you are unable to upload due to technical issues, please contact the EUC support desk and CC me also so I can follow up on matters should that be required.

There are various options for uploading/sharing and the support desk will guide you accordingly.


### 5. Uploading of Speech Content  (8 MARKS)

The full speech text, together with the formal speech outline (showing main divisions and subdivisions, using correct symbols and list of sources) and slides are also to be uploaded on Moodle in the designated file location.


REMEMBER YOUR SPEECH IS 6/7 minutes long.
As a general guideline keep in mind that on average we speak at a rate of 120-150 words per minute.  Check/time yourself

'**Preparation is the key to success.'**  - 'Failure to prepare is preparing to fail!'

**Please start working on your speeches the soonest. The sooner you start, the sooner you finish and the more confident you will be! With good preparation, you will feel and know that you are ready to deliver your speech successfully.**
**So GO for it!**


ENJOY DOING YOUR SPEECH PRESENTATIONS!
I LOOK FORWARD TO YOUR PRESENTATIONS!