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**Expository Writing**

**Course Code: SL1014**

**Sessional -II: (Persuasive Speech) Date: 19th April 2024**

**Total Marks:50 Weightage: 15 LLO:4**

**Objective:** The objective of this exam is to develop and deliver a persuasive speech aimed at pitching an idea effectively within a time frame of 2-3 minutes.

**Instructions:**

1. **Topic Selection:**
   * Choose a topic that is relevant and interesting to you, and aligns with the criteria provided.
   * Avoid sensitive religious, cross-cultural, or regional topics.
   * Topics can be related to education, technology, health, environment, social issues, etc.
2. **Research and Preparation:**
   * Conduct thorough research on your chosen topic.
   * Gather credible sources to support your argument.
   * Organize your ideas into a clear structure: introduction, body, and conclusion.
   * Develop a strong thesis statement that clearly states your main argument.
   * Use persuasive techniques such as ethos, logos, and pathos to appeal to your audience.
3. **Speech Structure:**
   * Introduction:
     + Grab the audience's attention with a compelling opening statement or question.
     + Provide background information on the topic.
     + Present your thesis statement.
   * Body:
     + Present your main arguments with supporting evidence.
     + Address counterarguments and refute them effectively.
     + Use logical reasoning and emotional appeal to strengthen your arguments.
   * Conclusion:
     + Summarize your main points.
     + Reinforce the importance of your idea.
     + End with a strong closing statement that leaves a lasting impression.
4. **Delivery:**
   * Practice your speech multiple times to improve fluency and confidence.
   * Pay attention to your tone, pace, and body language.
   * Maintain eye contact with the audience.
   * Use vocal variety to keep the audience engaged.
   * Utilize visual aids if necessary, but ensure they enhance rather than distract from your speech.
5. **Time Management:**
   * Time yourself during practice runs to ensure your speech falls within the 2-3 minute timeframe.
   * Allocate sufficient time to each section of your speech: introduction, body, and conclusion.

**Marking Scheme:**

1. **Content (20 points):**
   * Clarity and relevance of the thesis statement (5 points)
   * Effectiveness of arguments and supporting evidence (5 points)
   * Logical reasoning and persuasive techniques (10 points)
2. **Organization (10 points):**
   * Clear introduction with a strong hook and thesis statement (3 points)
   * Logical progression of ideas in the body (2 points)
   * Effective transition between sections (3 points)
   * Concise and impactful conclusion (2 points)
3. **Delivery (15 points):**
   * Confidence and engagement (5 points)
   * Vocal delivery (pitch, tone, volume, clarity) (4 points)
   * Body language and eye contact (3 points)
   * Time management (3 points)
4. **Overall Impact (5 points):**
   * Audience engagement and persuasion (2 points)
   * Overall impression and effectiveness of the speech (3 points)

**Note:** The above marking scheme provides a framework for evaluating your persuasive speech.