**PERSUASIVE SPEECH**

**Time Limit:** 8:00-9:00 minutes **Total Possible Points:** 150

Outline: 50

Speech: 100

**Purpose:**

Purpose: The purpose of the persuasive speech is to choose a current topic of which you are passionate about and interested in; synthesize and apply information gone over in lecture and the textbook; learn and demonstrate your ability to effectively explain, illustrate, and influence your audience towards a change in their behavior. This is an individual speech and you will advocate either for or against your topic. Similar to the informative speech, providing competent information is a critical element of this speech. But, the goal of this speech is to have the notion of convincing individuals (your audience) to change their attitudes and behaviors. Learning this skill and being able to fabricate a persuasive speech with an intended objective is immensely important because persuasion is overwhelming prevalent in everyday life.

Informing audiences about new ideas and concepts is all well and good, but for ages, public speaking has been used for another purpose: persuading audiences to take action. From politicians to teachers to leaders of social movements, persuasion is used to educate and motivate. For this 8-9 minute presentation, you will deliver a persuasive speech about an issue related to our everyday lives. Your topic should be creative and somewhat controversial. The topic you choose will depend on your interests, but it should be relevant, professional, and significant. Many students in the past have chosen to research an issue of sustainability (“Going Green”), issues of social justice, or conspiracy theories.

You should consider current events, issues that affect the lives of you and your classmates, and/or concerns you consider to be problems in need of a solution. Explore the issues facing a community you are apart of or even the Miramar College Community to get a sense of what’s both relevant to your peers *and* worthy of a 8-9 minute presentation. Consider both local and global issues: topics like raising tuition to increase the number of classes, parking issues on campus, college students not having enough resources for food, trolley transportation, the use of recyclable materials on campus, or other broader topics (health care, immigration, free college). Your solution should leave the class with ***an action step*** *that they can do on their own*. You should be prepared to persuade your audience to do something that they can enact (and actually do) upon leaving the classroom (List dates of next event, provide a website to donate money, contact info to write a leader on this topic, create your own fundraiser, or follow a twitter/facebook account).

1. Things to consider when selecting a topic:

* Pick a topic you are passionate about! This will help you be successful in delivering your speech.
* For everyone’s sake, please do not select a topic that is overused (exercise, eating healthy, smoking, death penalty, testing on animals).
* Select a topic that is appropriate given the length of the speech.
* The topic should be sensitive to the demographics of the audience based on gender, race, ethnicity, culture, age, sex, etc.

2. *You should use Monroe’s Motivated Sequence for your speech.*

3. You are allowed to use 1 note card for this presentation (3x5).

4. Your outline needs to be typed, double-spaced, and in 12 point font. It will be submitted to safeassign via blackboard.

**Outline & Speech Requirements:**

1. Within your outline and speech, you must use examples and facts.

2. You must use at least ***1 expert quotation*** and at least ***1 statistic***; they must be introduced with a verbal footnote in the speech.

3. Minimum of ***6 references must be cited in the outline***. The sources can be: websites, magazines, academic /science journals, books (online and paper/hard back), and newspapers. You cannot use Wikipedia or dictionary.com as 1 of your references. **A list of your references will be turned in APA format with your outline.**

5. You must use the Monroe’s Motivated Sequence (Attention, Need, Satisfaction, Visualization, Action)

6. A ***presentation aid*** must be utilized at an appropriate time during the speech. A presentation aid may include graphs, pictures, props, models, charts, and/or objects. PowerPoint can be used, but it should be used sparingly (more pictures and less words). You can show a video, but it cannot be longer than 60 seconds.

7. You should dress professionally and/or appropriately. Your clothes should not distract from your presentation.

8. I will grade the strength of your argument as well as how you deliver your speech.

9. **Outline is worth 50 points. Speech is worth 100 points.**

In this presentation, you will learn the following Student Learning Objectives:

1. Choose and narrow a topic appropriately for this audience.
2. Generate a well-reasoned argument for this occasion.
3. Assess the strength of relative supporting evidence.
4. Create content in the Monroe’s Motivated Sequence for an appropriate audience and purpose.
5. To demonstrate effective vocal variety and nonverbal communication (gestures and movement) skills.
6. To create a connection with the audience through competent eye contact.
7. To demonstrate confidence and energy throughout the presentation.
8. To utilize appropriate language for the purpose and audience.
9. To effectively adapt to various public speaking situations and circumstances.
10. To gain public speaking experience with effective use of presentation aids.
11. To create a persuasive message on a relevant, current events topic.
12. To utilize rhetorical proofs as a means of persuasion (ethos, pathos, logos).

The rubric of how you will be evaluated in your speech is also on BB. IT SHOULD BE PRINTED OUT AND BROUGHT TO CLASS THE DAY OF YOUR SPEECH. Be sure to review that rubric to gain insight into how you will be graded on this speech. If you have any questions, please contact me. Do not forget: Practice, Practice, and Practice. Good luck and have fun with this assignment.