**SCLA 102: Transformative Texts: Critical Thinking & Communication II: Modern World**

**Persuasive Presentation: What Should Be on Your List? (4-5 minutes)**

You recently created a list of at least 15 things you want to do during your lifetime. Choose one item from your list and share it with the class. Your goal for this speech is to convince your classmates to make your item the 15th one on their list.

When preparing your presentation, ask yourself these types of questions:

* What will my classmates find new and interesting?
* How will I adapt my presentation to them (i.e., make my topic/message relevant to them)?
* What are my classmates’ motives and needs, and how can I appeal to them?
* How will I engage my classmates with my content and delivery?

Here are the requirements for your presentation:

**Nuts & Bolts**

* Plan to speak between 4-5 minutes.
* Schedule a consultation with the [Purdue Presentation Center (PPC)](https://cla.purdue.edu/communication/presentationcenter/) before your presentation. *(This is a requirement.)* The PPC is a wonderful resource for reviewing outlines, asking questions and practicing presentations. Plus, you earn points as part of this assignment for consulting the PPC.
* Upload your visual aid to the appropriate [OneDrive folder](https://purdue0-my.sharepoint.com/:f:/g/personal/ccatalan_purdue_edu/Em_XL451NcJNjCuamYjadDQBepWzxmIVHKa371OM0LHGnw?e=EjQ3Yf) by the official class start time on the day of your presentation.
* Upload your outline to Brightspace by the official class start time on the day of your presentation.
* Consider completing a self-evaluation of your presentation for 10 bonus points after delivering and watching your presentation (with and without sound). Watching yourself deliver a presentation is one of the best ways to learn and improve. The self-evaluation must be completed and submitted via Brightspace by Friday at 5:00 p.m. the week of your presentation.

**Content**

* Develop two to five main points using an appropriate organizational pattern (see chapters 12 and 24).
* Include at least one visual aid that is relevant and professional; it should complement what you’re saying and enhance your audience’s understanding of and appreciation for your topic. Visual aids are particularly helpful because people have different and preferred learning styles.
* Cite at least three credible sources during your presentation and in your outline. Crowd-sourced websites like Wikipedia aren’t necessarily reliable.
* Develop a strong argument that includes claims, evidence and warrants.
* Use definitions, descriptions, explanations, analogies and/or examples to help your audience understand your topic more easily.
* Use appropriate persuasive appeals: *logos* (appeals to reason or logic), *pathos* (appeals to emotions or feelings) and *ethos* (appeals to credibility, including competence, character and goodwill).
* Use language skillfully to convey your main points and maintain your audience’s interest (e.g., transitions, personal pronouns, vivid imagery, figures of speech, rhetorical devices).
* Use transition words, phrases or sentences (i.e., signposts or connectives) to help your classmates follow along and remember what you said.
* Include a call to action in your conclusion. Remember, your goal is to persuade your classmates to add your item to their list.

**Delivery**

* Speak extemporaneously. Instead of reading or memorizing your presentation, think of it as a conversation.
* Engage your audience with eye contact, vocal variety and hand/arm gestures.
* Try to make everyone feel warm, welcome and special.
* Be yourself! Practice developing a presentation style that feels natural and comfortable for you.

*Note: If you have questions, please don’t hesitate to ask me. I’m here to help you learn and succeed!*

-SCLA 102-