

Instructions on persuasive speech

(200 points: 160 points for speech, 40 points for outline)

1. Develop a persuasive speech 6-8 minutes in length. Three topics of persuasive speech include: questions of fact; questions of value; questions of policy. You may use the same topic of your informative speech.
2. For the introduction, you should get the attention, give a preview and **establish your credibility** (why you're qualified to speak on the topic).
3. Use a variety of types of supporting materials to make your speech substantive. You may include definition, example, statistics, testimony (quotation and paraphrase), story and facts.
4. The organization of your speech depends on what kind of persuasive speech you want to give. If you give a persuasive speech on question of fact or value, you may use topical order; if it is a speech on question of policy, you may consider problem-solution order, problem-cause-solution, comparative advantages (why your solution is better) or motivated sequence (attention-need-satisfaction-visualization-action). Specific the one that you are going to use in the speech proposal.
5. At least **Four** sources should be cited verbally in the body of your speech. The oral citation should include the author (his/her qualifications), name of the article, and its publication date.
6. Make sure you only put key words in your notecards instead of the entire speech. Your note cards will be collected after your speech. Visual aid is required but keep it simple.
7. The speech outline is due on **April. 11**. After the speech, you need to complete a self-assessment (**15 points**) and a peer assessment (**40 points**). See the instructions on the Blackboard. Both are due on **April 30**.