Touchstone 3 Instruction

**Directions: 3–5-minute presentation**

1. Think about a **Persuasive speech** that you would like to present on a topic of your choice. The speech can be for any context and any length, but it must be persuasive.
2. See the list of example speech occasions and purposes for inspiration, if needed.
3. Plan your speech, considering what your introduction, main points, and conclusion will include.
4. Organize your speech, following the structure **of Monroe’s Motivated** **Sequence**. Your speech **should include an introduction**, **body**, and **conclusion**. The introduction should contain your key message. The body should cover your main topics and support to back up your main points. Make sure that all support is relevant and from credible sources. Your conclusion should summarize your main points and provide a call to action.
5. Create notes or bullet points that you can refer to while presenting your speech.
6. **review the rubric** to ensure that you understand how you will be evaluated.
7. **Review the checklist and requirements to ensure that your Touchstone is complete.**

**Touchstone Support Videos**

[Organizing your Persuasive Speech](https://vimeo.com/226745093/7ac1f37faa)  
[Persuading your Audience](https://vimeo.com/226745131/637a46fe69)  
[Choosing the Right Language](https://vimeo.com/226745238/72af5e69a1)  
[Overcoming Public Speaking Anxiety](https://vimeo.com/226745210/2e416e7eff)

**Speech Occasions**

**Personal**

* Product recommendation

**Academic**

* Presenting academic work (argumentative paper, research, or report)
* Academic speech and debate

**Community**

* Speech at a community gathering (PTA meeting, boy/girl scout convention, town hall, homeowner’s association, athletic league, school board meeting, etc.)
* Community action speech (asking for something, promoting a policy, etc.)
* Political speech (on behalf of a candidate, yourself as candidate, etc.)

**Business**

* Presenting to colleagues or peers (pitching ideas, etc.)
* Presenting to superiors (project proposal)
* Convention presentation (pitching new products, rally speech, teachable moments, etc.)

**Submission checklist**

\_ I have selected a speech purpose that is persuasive.  
\_ My speech follows the structure of Monroe’s Motivated Sequence.  
\_ My speech has an introduction, body, and conclusion.  
\_ The introduction includes my key message (thesis).  
\_ The body includes my main points and support.  
\_ I have selected sources that are credible and support that is relevant.  
\_ I have used language that is appropriate to my audience.  
\_ The conclusion summarizes my main points and includes a call to action.  
\_ I have filmed a video of myself presenting my speech.  
\_ The video of my speech is 3 to 5 minutes in length.  
\_ I have reviewed the video and I can be easily heard and seen.  
\_ I have adhered to all of the requirements.  
\_ I have read through the rubric and I understand how my Touchstone will be evaluated.

**Requirements**

* Speech must be original and written for this assignment; plagiarism of any kind is strictly prohibited

**Monroe's Motivated Sequence**

* Another powerful method of structuring a persuasive message is by using a motivated sequence.
* The organizational plan developed by Alan Monroe focuses on developing a psychological need in the audience and then illustrating how to satisfy that need by supporting the plan or policy advocated in the speech, as follows:
* **1. Attention:** Get the audience's attention using a detailed story, shocking example, dramatic statistic, or quotations.
* **2. Need:** Show how the topic applies to the psychological need of the audience members. The premise is that action is motivated by audience needs. Go beyond establishing that there is a significant problem; show that the need will not go away by itself. Convince the audience members that they each have a personal need to take action.
* **3. Satisfaction**: Solve the issue. Provide specific and viable solutions that the government or community can implement.
* **4. Visualization:** Tell the audience what will happen if the solution is or is not implemented. Be visual and detailed. Paint a picture for the audience of what they will experience and what the world will look like when the need is satisfied through the speech's plan.
* **5. Action:** Tell the audience members what specific action they can take to solve the problem and change existing policy.
* The advantage of Monroe's motivated sequence is that it emphasizes what the audience can do. Too often, the audience feels like a situation is hopeless; Monroe's motivated sequence emphasizes the actions the audience can take.
* **Review Rubric**

|  | **ProficiTTable  Description automatically generatedent** | **Acceptable** | **Needs Improvement** | **Needs Substantial Revision** |
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