Speech 3 Overview

# From the Syllabus:

**Speech 3: Public Controversy**

This persuasive speech asks you to persuade members of your audience who disagree with you on a topic of genuine public controversy. These controversies can range from the local, to the regional, to the national and international. What is important is that you speak to an issue that affects individuals as a collective and is debated publicly.

For this speech, imagine that your audience is hostile (or at the very least, they are indifferent). Your goal for this speech is to shift your audience’s beliefs. You must persuade your audience not only to care about the topic, but to agree with your perspective on the controversy that you present.

Please note that speech projects 3 and 4 are on the same general topic. You will be able to use some of your research for speech 3 for speech 4. Choose your topic wisely!

REQUIREMENTS

* + 7 (6-8 minutes) minutes
  + Fits the appropriate organization and tone for a persuasive speech
  + Fits prompt and instructions in the Speech 3 Overview
  + Prepared with Full Sentence Outline and delivered using Key Word Outline
  + Visual Aid Required
  + **Minimum of 5 Quality Sources**

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# Topic Discussion

This persuasive speech asks you to persuade members of your audience who disagree with you on a topic of genuine public interest. In selecting a public forum topic, you must choose an issue that has reasonable pro and con arguments. You should not speak to a topic that everyone agrees on; rather, select issues that demand genuine persuasion. As you consider the topic, recognize that because we are speaking about topics that people have differing opinions on, a careful use of pathos, ethos, and logos is going to be very important in this speech.

One way of understanding this speech is to recognize that this is a persuasive speech about values, or a question about the worth, morality, or rightness of an idea or action.

Topics for this speech can range from big national controversies (e.g., gun control, the death penalty) to more local controversies (e.g., best locations for student housing in College Station, HPV vaccination requirements for public school). Choose a topic that you are comfortable speaking about for two speeches.

In the next speech, Speech 4, you will be asked to persuade us to adopt a policy related to the controversy you speak about in Speech 3. Thus, as you are working on Speech 3, you might be brainstorming about possible policies for Speech 4. Speech 3 does not require an action or policy; your goal is to change the beliefs of your audience.

# Speech 3 Project Requirements

* Fits Speech Prompt as articulate in the Speech 3 Overview
* Is Persuasive in Tone
* 7 minutes (6-8 minutes)
  + This speech is a seven-minute speech and you have a one-minute window on either side. This means that your speech needs to be at least six minutes long and cannot be longer than eight minutes. You are responsible for keeping time; it’s recommended to have a timer set up as you’re speaking. Speeches that do not meet the time requirements (too short or too long) will have deductions.
* Extemporaneous
  + Speech is prepared with a full sentence outline and key word outline. Outlining resources and the outline grading forms are on Canvas.
  + Speech is delivered using the key word outline and speaking conversationally. Not doing so could result in an automatic D or F.
* Research: a minimum of 5 high-quality sources should be cited.
  + The minimum must be met, but outstanding speeches often go beyond the minimum requirements.
  + High-quality sources come from a place of authority or expertise, are accurate, are appropriately current, are relevant to your topic, and generally are objective in the ways in which information is conveyed.
  + **All sources should be cited in three places to earn the best score: works cited (bibliography), in the text of the full sentence outline (parenthetical citations), and out loud in the speech (oral citations).**
* Slideshows are **required** for this speech.
  + If you have a slideshow, make sure you have at least two ways to access it (a backup should be provided for tech issues) and show up early to load the presentation before class starts. There is minimal time in between speakers for technical issues. Slide shows must be uploaded to Canvas by the day that you speak.
* Submits all materials for the final project by the due date and presents on scheduled date. Please carefully note the due date of full sentence outlines on the syllabus.
  + Your key-word outline will be shown to or turned into the instructor after you speak.