Speech 4 Overview

# From the Syllabus

## Speech 4: Advocating for a Policy

For Speech 4, you will return to the controversy identified in Speech 3. Here, instead of persuading us to change our minds about a position on a controversy or area of public disagreement, you are working to persuade us to support a specific policy. This fourth speech continues to build on the writing and delivery skills we’ve been working on, with a focus on creating and strategically organizing for persuasive impact.

REQUIREMENTS

* + 6 (5-7 minutes) minutes
  + **Uses Monroe’s Motivated Sequence** and is persuasive in tone
  + Fits prompt & instructions in the Speech 4 Overview
  + Prepared with full sentence outline and key word outline, delivered according to online delivery standards
  + Minimum of **5 quality sources**
  + Slideshow optional

# Topic Discussion

For Speech 3, you were asked to persuade a hostile audience to agree with your perspective on a public controversy. Remember, a public controversy was defined as an area of public disagreement that has consequences for many people. In this speech, you are going to tackle the same broad topic area, but focusing on a policy related to the topic. Consider this example:

In Speech 3, you chose to speak about the death penalty. In your persuasive speech, you tried to persuade a hostile audience (an audience in favor of using the death penalty) that the death penalty was immoral and was antithetical to American values. For Speech 4, you are returning to the death penalty as a broad topic area, but this time you are focused on a policy. In this case, a policy solution might be the creation of a constitutional amendment that forbids the use of the death penalty in the United States.

Here's another example: In Speech 3, you argued that the use of nuclear power was the best source of clean energy for America’s future. In Speech 4, you need to consider a policy related to nuclear power. A policy you might argue for could be the enactment of legislation to encourage states to invest in nuclear power.

Remember that policies are courses of action. They go beyond questions of fact and value to decide what should be done. The policy you are advocating for should be implemented at an institutional level.

By the end of your speech, you should have gained your audience’s support for the policy and given them specific concrete actions to take.

# Speech 4 Project Requirements

* Fits Speech Prompt as articulated in the Speech 4 Overview
* Is Persuasive in Tone
* 6 minutes (5-7 minutes)
  + This speech is a six-minute speech and you have a one-minute window on either side. This means that your speech needs to be at least five minutes long and cannot be longer than seven 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.
  + Speech is delivered according to online delivery standards.
* Organized using Monroe’s Motivated Sequence
* Research: a minimum of 5 high-quality sources should be cited.
  + The minimum must be met in order to avoid deductions, 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 must be cited in three places to avoid deductions: works cited (bibliography), in the text of the full sentence outline (parenthetical citations), and out loud in the speech (oral citations).**
* Slideshows are optional. If you use one, you must be sure we can see both the slides and you in your recording.
* Submits all materials for the final project by the due date