**Persuasive Speech**

**COM150-A | Fall 2024**

**Important Dates:**

* Outline Rough Draft: Tuesday, Nov. 19
* Outline Rough Draft Peer Review: Wednesday, Nov. 20 (in-class)
* Outline Final Draft: Monday, Nov. 25
* Speech Delivery Days: Mon 11/25, Wed 11/27, Mon 12/2. Wed 12/4

A persuasive speech is your attempt to reinforce, establish, or change an audience member’s belief. Consistent with this, you may try to move an audience to action. This speech utilizes the Motivated Sequence, which is based on a problem-solving process familiar to many of us.

**Specifics:**

* Prepare a persuasive speech **6-8 minutes in length** utilizing a problem/solution or pro/con format using the Motivated Sequence. **You MUST use the Motivated Sequence for this speech**. No other organizational pattern will be accepted.
* You will have a 30 second window on each side (5:30 – 8:30) before you receive a 10-point deduction for going over/under time.
* Prepare and submit a complete sentence outline that clearly indicates the five steps of the Motivated Sequence (please label the steps in the left margin). **The outline is worth 20 points of your grade.**
* The speech should indicate evidence of careful audience analysis. You must make your presentation interesting and applicable to this audience. **At the end of your outline, explain in a short paragraph how you analyzed your audience and what you believe were important considerations for you in presenting this speech.** (You do not need to present this; it is just for the instructor to read)
* The speech should indicate evidence of careful research. **You must use AND cite in your speech at least four (4) published sources.** These should be appropriately listed in a Works Cited at the end of your outline.
* Presentation aids are not specifically required for this speech, but you should carefully consider whether or not they might be helpful to your audience in understanding the information and arguments you’re presenting.
* You need to make it clear what your position is, since this is a speech from a personal position. You will also need to back it up with an abundance of good inductive evidence from expert testimony, statistics, examples, and analogies.
* There is no specific dress requirement, but dressing up might boost your confidence, so feel free to practice.
* Please use the [example outline](https://digipen824-my.sharepoint.com/:w:/g/personal/landon_pool_digipen_edu/EdS2EqmYfoFEollZjxthMTEB5b9JiRAmxVMkfpX3LfQB4Q?e=AGXH2d) as a guide as you are creating your speeches and formatting your outlines.