**Persuasive Speech**

**Final Draft Requirement**

1. Your final speech should be a 5-minute persuasive speech.
2. The **introduction** of your final speech should **fulfill the four functions**:

Attention getter (emotional appeal)

Build up your own credibility (why are you qualified as a speaker)

Relate the topic to your audience (build up the bond/significance of your speech)

Preview the body of the speech (thesis statement/purpose of speech)

1. The **body** of your final speech should **employ** at least **two** of the three different **kinds of supporting materials**. Make sure the source of statistics or testimony is credible.

Example: short/extended/imaginary example

Testimony: peer/expert quotation

Statistics/data: give the source

1. The end of your final speech should **wrap up** your key points and make a final **call-on**.
2. Please employ at least **two rhetorical devices** (parallelism & repetition &…) in your speech discussed at class.
3. Please use **transitions/connectives** in organizing the main points of your speech. see if you need **internal preview or summary** in the body part?
4. Make sure you pick up an appropriate **organizing method** for your speech. If it is action-based speech, please use motivated sequence: attention-need-solution-visualization—call-on
5. Make sure you try to create **a strong emotional appeal** ready for the changes you want to achieve on your audience. (surprising/sad/pitiful/guilty/angry/…)
6. Make sure you use **simple and easily-understood language**. Use analogy to explain difficult jargons/terms.