

# Persuasive Speech

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## *Instructions*

For this speech, you are assigned to persuade the audience about a topic of your choice for 5-6 minutes. See the lectures and text, particularly chapters related to persuasion, for further assistance. Please make note of all the following expectations, noting particularly the expectation that you should be applying instructor feedback/suggestions and improving as a speaker subsequent to each speech.

Have a strong introduction (where you clearly state the central goal of your speech along with other sections covered in class) and an effective conclusion (that summarizes your points and reflects on the meaning and significance of your speech). Have a strong organizational design and clear transitions. Pay attention to details!

Use a visual aid wherever one would be appropriate. In fact, make note that a visual aid is mandatory for this assignment.

Prepare and practice in order to have an appropriately dynamic delivery, including gestures, facial expressions, eye contact, etc. Use effective language to enhance the process of persuasion.

1. On speech day, you must submit a formal-sentence outline, following the format shown on next page. Contact me via “Ask the Professor” on eCollege if you have questions or want clarification!
  - a. Determine the main points of your speech.
    - Develop each point with narratives, examples, facts and/or figures as applicable.
    - You must provide a bibliography of at least 3-4 different sources that are carefully chosen and relevant.
    - You must cite at least three different sources verbally when giving your speech.
  - b. Prepare an introduction for your speech following the given format.
  - c. Prepare a conclusion for your speech following the given format.
2. The introduction and conclusion must fulfill the functions covered in course lectures and as described in the textbook. Be sure your purpose is clear and you have a distinct thematic statement as described in the text.
3. Also, be processing how you will use effective transitions between major parts of the speech.
4. For the speech session, you must use a key-word outline while speaking! Yes, you will submit two outlines on speech day: Full-Sentence Outline with Bibliography and a Keyword Outline. They should be submitted in the same MS Word document.
5. Practice presenting your speech using your key-word outline at least three times.
6. Be ready, prepared, and organized the day you are assigned to speak.
7. Try to get a good night’s sleep before your speech.

## Formal Sentence Outline – Format Expected

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YOUR NAME

### SPEECH TITLE (OPTIONAL)

Specific Purpose: Your specific purpose will be typed in this space; see text for clarification.

### INTRODUCTION

Attention-arousing material: How will grab the audience's attention?

Thesis statement: What is your speech about in a full sentence?

Credibility material: Why should the audience trust you on this topic? Why are you interested in (passionate about) this subject!? What is your connection to topic?

Preview: How will you briefly prepare the audience for the main ideas they're about to hear?

**BODY** [*Below shows sample breakdown in main point I; actual breakdown for each point is determined by you!*]

- I. This will be your first main point.
  - A. The sub-point material for main point goes here.
    1. This information should support and reference sub-point.
    2. This information should also support and reference sub-point.
      - a. This information supports/references sub-subpoint.
      - b. This information also supports/references sub-subpoint.
  - B. The sub-point material for main point goes here.
    1. This information should support and reference sub-point.
    2. This information should also support and reference sub-point.
      - a. This information supports/references sub-subpoint.
      - b. This information also supports/references sub-subpoint.
- II. This will be your second main point. [SEE SAMPLE BREAKDOWN ABOVE]
  - A. The sub-point material for main point goes here.
  - B. The sub-point material for main point goes here.
- III. This will be your third main point. [SEE SAMPLE BREAKDOWN ABOVE]
  - A. The sub-point material for main point goes here.
  - B. The sub-point material for main point goes here.

### CONCLUSION

Summary statement: How will you recap, and remind audience, what you just shared in main points?

Concluding Remarks: Will you leave the audience with something to remember? Tie it all together!