“Studying persuasion is important today because it helps us become more persuasive individuals, become more observant of others’ persuasive attempts, and have a more complete understanding of the world around us…”
– from Stand up, Speak...

Assigned: Friday, April 13, 2018
Research/Work Session Dates: April 23, 25, and 27 (Class will be in L-207; go directly to L-207)
Due: Friday, May 4, 2018

Basic info:

We have spent the semester studying the basics of delivering an effective speech. Your assignment will be to give an effective 6-8 minute persuasive speech on a topic of your choice. Use Chapter 17 on “Persuasive Speaking” to help you with this task.

First, you will choose a topic and brainstorm on it. (Listen: Keep in mind audience awareness; don’t Google “persuasive speech topics”; get original and interesting and personal.) Then you will narrow it down and brainstorm some more. (Be sure to get approval on your specific topic.) Once you’ve found out all you know about your narrowed topic, begin some general research with reliable nonacademic sources.

Once you’ve done that, you must use 3 academic sources for more specific and “expert” data on your focused topic, recording the information and recording the source (MLA format). These sources MUST come from the Evans Library databases.

Further info (keep this info in mind as you prepare your speech and consider your potential grade):

- Prepare a 6-8 minute speech. Points will be deducted should you not reach six minutes. You will also be deducted points if you must be “cut-off” when you hit eight minutes. Please, see Rubric.
- You MUST incorporate those elements of a strong intro, body, and conclusion—and, of course, thesis—as discussed in the text. Please, review these sections, and be sure you’ve incorporated the elements. Be sure to incorporate research and cite sources. (See Rubric.)
- You must have a total of 5 detailed main points that directly support your thesis. Keep in mind, however, what type of claim you are making and what your organizational pattern is. You must use an organizational pattern from Chapter 17 in your text. Your structure for this speech will be different from that of previous speeches.
- Make sure that the audience CLEARLY sees thesis and CLEARLY sees the connection of each main point to your thesis. Make sure the audience finds you credible and stays interested.
- Use theories and suggestions discussed in Chapter 17.
- Use the number of notecards appropriate to your organizational pattern. Write minimally on the cards. (See text for further info on notecard usage.) Cards will be collected at the end of your speech for grading. And don’t read; present! Reading will diminish your grade substantially.
- You will also submit 3 database sources. This information is to be presented in MLA format on a Works Cited sheet (typed, TNR 12).


See Rubric for full details on grading criteria.

Speech day: Come with notecards and be ready to deliver your speech in class on Tuesday, December 5. Speakers will be chosen randomly and speeches will continue throughout the week. Please, see syllabus on missing day of delivery. You should also be prepared to take notes on each of the presenters, such that you will be able to write a 250-word review on the presentation in relation to what you’ve learned about effective persuasive speech delivery thus far.