

Persuasive Speech Assignment

Required Materials	Format	Due Date
Topic Due	Google Doc	Tuesday, March 9
Pre/Post Speech Persuasive Survey	Google Form – Link in Google Doc	<ul style="list-style-type: none"> • Create both by Tuesday, March 16 • Take your group of surveys (pre-survey only!) on March 18
Typed working/preparation outline & works cited page with a minimum of 5 sources **Also include your graph of latitudes!	Upload to Blackboard	Thursday, March 25
Persuasive Speech Delivery	Zoom in Groups	Thursday, April 1: Group C Tuesday, April 6: Group B Thursday, April 8: Group A
Picture of notecards or speaking outline used to deliver speech	Upload to Blackboard	On your speech day by 11:59 p.m.
Complete Post–Speech Persuasive Surveys		On your speech day by 5:00 p.m.
Journal Self-Critique	Blackboard Journal	On your speech day by 11:59 p.m.
Review peer videos during the Zoom	Zoom chat box	On your speech day during the Zoom

Instructions: Choose a topic about which you can craft a question of fact, value, or policy (see textbook). After choosing a topic, begin your research. After you have fully researched your topic, decide on a specific purpose (to persuade to ____), and begin to develop the main body of your speech. Remember you may either simply try to change a person’s view on something or move one to action, i.e. persuade one to think something or actually go out and do something. Also, don’t forget to bring up any counter-arguments and refute them.

Goals: Your goal should be to effectively persuade your audience regarding your topic, assuming the audience has only limited knowledge. You should rely on your own knowledge of the topic, as well as on research you will conduct. SUPPORT your speech with evidence through facts, statistics, examples, etc. Be sure to cite your sources (the author/work) during delivery and in your outline or points will be deducted. Your speech is not credible without evidence. The speech should be delivered in the proper introduction, body, and conclusion format with each being fully developed. Use what you have learned from prior speeches to craft a speech that is both sound in information, evidence, vivid concrete language, and reaches a logical conclusion.

Requirements:

1. Topic: Please submit your speech topic by the assigned date on the appropriate Google Doc.
2. Pre Survey & Post Survey:
 - **Create both pre/post surveys by the date indicated.**
 - Pre – 5 question minimum

- 1 question must assess how strongly the audience feels about or agrees/disagrees with your topic on a scale from 1-5.
 - 4 other questions: can be scaled, fixed answer, open ended, etc.
 - Post – 3 Question minimum
 - 1 question must assess how strongly the audience feels about or agrees/disagrees with your topic on a scale from 1-5. Use the exact same question from the Pre-Survey to see if there is a difference.
 - 1 question must ask: “Were you persuaded to _____ (insert the goal of your speech)” and have a fixed “yes” or “no” answer
 - 1 question – Your choice!
 - Take your group’s (A, B, or C) pre by the date indicated
 - Look at your responses and record results on the latitude graph to include in your outline.
 - Use the results to shape research/arguments and negate any counter-arguments brought up.
 - **After you give your speech!**
 - Take your group’s post surveys (A, B, or C)
 - Look at the answers to your own survey; record the results on the latitude graph to be included in your Journal Self-Critique.
3. Preparation Outline & Works Cited Page: 3-6 pages
- Be sure to look at the template in your ebook and/or on Blackboard. There are also example Persuasive Working/Preparation Outlines posted on Blackboard. Remember to put your title, specific purpose, and thesis at the top of the paper. Also, the Outline must be written in full sentences, double-spaced, with all sources cited.
 - Five or more sources cited in the Outline & during Delivery: only one may be a “pure” internet site, “.com” but this excludes materials such as newspapers and magazines that are dually printed and web published. Also, sources from .org, .edu, .gov, or anything from the UM Library’s database are credible. Remember to cite during your speech delivery. **Please highlight the information taken from sources in your outline.**
 - Three figures of speech: **Please highlight these in your Outline.** These should help build an emotional appeal.
 - Works Cited page: MLA style; minimum of five sources. Please combine into a single document with your Outline.
 - Latitude Graph– Using the responses to your Pre-Survey, please chart if the listeners in your group will fall into a latitude of acceptance, rejection, or non-committal.
4. Delivery:
- Extemporaneous-: Please deliver your speech on your assigned Zoom date using notecards with phrases or a speaking outline (single sheet with phrases). Remember you may NOT use full sentences (except for quotations), and I will be checking.
 - Also, please take a pic of the notes you used and upload it to Blackboard.
 - Time Requirements: 5:00 to 7:00 minutes
 - There is NO penalty for going 30 seconds over or under the time limits.
 - You will lose points if you are still speaking at the eight (8) minute mark.
 - Format:
 - Introduction: 4 steps
 - Body: 2-5 main points with connectives
 - Conclusion: 2 steps

- Remember if you are calling to action to give specific details/logistics here.
- Don't forget to end memorably.
- Transitions
- Emotional Appeal: Work to build an emotion in the audience through concrete words and a minimum of three (3) figures of speech.
- Sources: Orally cite to 5 sources
- Presentation Aids: One is required.
 - For example: self, object, model, picture, chart, etc.
 - Please look over the guidelines for proper usage found in your ebook.
- Dress Code: Please dress business casual (No hats, shorts, jeans, or t-shirts).
- 5. Journal Self-Critique: After your speech, please answer questions in your Blackboard journal about your delivery. You also will need to attach the updated latitude graph of the results from your Post-Survey responses.
- 6. Peer Critiques: Review your peers as they Zoom. Try to post a few positive comments but also a few that are constructive criticism or improvement that the speaker could make before the next delivery into the chat box.

GOOD LUCK! Please let me know if you have any questions or concerns. Also, I will be happy to proofread your working/preparation outline prior to its submission date.