

**Persuasive Speech Assignment**  
SPE100 – Tulloch  
Value: 125 points

**Objective:** Artfully compel your audience to give fair and favorable consideration to your position on a topic of public controversy. Ultimately, your goal is to change (strengthen or weaken) the attitudes, beliefs, values and/or behaviors of your audience. You may persuade audience members that a policy should be started, changed, or stopped, and/or urge their cooperation by asking them to perform specific actions.

**Length:** 7 minutes

**Process:**

- 1) Select a topic of genuine public controversy. These controversies can range from local, regional, national and international scales. Most importantly, speak about an issue that affects the public as a collective and is worthy of being debated publicly.
- 2) Identify a real or hypothetical target audience. Vividly describe significant characteristics of the target audience and speaking occasion, which may be leveraged in your persuasive appeal.
- 3) Research your topic.
- 4) Develop sound arguments and enact specific strategies designed to: (1) strengthen commitments of an already sympathetic audience; or (2) weaken the commitments of a hostile audience.
- 5) Make style and language choices that appeal to your specific audience.

**Basic Guidelines:**

Support material and references: Seven sources minimum, five of which MUST clearly be cited orally (name of source, qualification of source, name of publication, date of publication). They must be CREDIBLE sources (recent [in most cases], reliable, relevant, and respected). At least one of the references should be from an academic, peer-reviewed journal. At least three of the references must be from a national print publication.

Mode of speaking: Extemporaneous! Do NOT memorize your speech! DO NOT READ YOUR SPEECH!

Scott Tulloch, Ph.D.



Visual aids: Use a visual aid, preferably a PowerPoint presentation, is required. Visual aids should be more than a mere ornament! They must help you communicate your message (especially helpful if you're dealing with a series of statistics, geography, or complex concepts).

### **Additional Requirements:**

#### 1) Topic proposal

Submit a typed topic proposal and initial reference list. In one paragraph describe: (1) Why you have chosen this topic? (2) Why it is an important public issue worthy of controversy and debate? (3) From what authority (positive ethos and credibility) do you speak about this topic? In a second paragraph explain: (4) What stance do you intend to take on the issue? (5) Is your audience is likely predisposed to support or oppose your position?

Include an initial reference list of three sources you plan to cite in your speech. As you select the sources be sure to evaluate their quality. They should be credible, authoritative, expert, and/or scholarly references. Use MLA format.

Value: 5 points

Due: In class, 4/4 (Thursday)

#### 2) Complete draft of your preparation outline

A written preparation outline is required for this speech and should include all relevant content and sources. All main and sub-points must be written in a complete-sentence format. Your bibliography listing the sources you consulted must be included in proper format

Value: 15 points

Due: 2 DAYS BEFORE YOUR PRESENTATION, via Blackboard.

#### 3) Revised preparation outline and extemporaneous speaking outline

On the day you are scheduled to speak you will submit a final copy of your revised preparation outline. You are required to use an extemporaneous speaker's outline when delivering the speech. You will submit your speaking outline and any other materials you reference while delivering your speech

Value: 5 points

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