

Persuasive Speech Assignment Sheet/Speech Semester Exam

You will be presenting a 2-3 minute persuasive speech addressing a current issue in society. You must strictly adhere to this time limit. Significant point loss will occur if you go under or over this time limit. Also, I will stop all speeches at 4 minutes and you will not be able to finish. This speech will serve as your semester exam. You must present on the day you are assigned unless prior arrangements are made with me or you will receive a zero for your semester exam.

Purpose: To write and deliver an effective persuasive speech geared toward an academic audience. Make sure that you don't just argue—persuade! Utilize the principles of effective speaking that we discussed in class.

1. Select an issue that you have encountered in our school, community, state, or nation. **The issue/topic must be approved by Mrs. Green. If you wish to change or confirm approval of issue/topic, you may email ncook@mcalester.k12.ok.us.**
2. Brainstorm your thoughts and feelings about it. Determine your position on it.
3. Write your position statement. A position statement is like a thesis statement. It identifies the issue and your position on it in one sentence. For example: As Americans, we must take action against (or for) the issue of _____ because of _____, _____, and _____.
4. Identify your audience. Although you will be presenting to our class, you should think about what group of people is your real-world audience. Answer the following questions, and then identify the group of people that is your real-world audience. After answering these questions, write down your real-world audience.
 - a. Who is affected by this issue?
 - b. Who might be in a position to influence the results of this problem?
 - c. What might this audience already know about the issue?
 - d. What views or opinions might this audience already have?
 - e. What misconceptions might they have?
 - f. What details or words might appeal to this audience's emotions? Reasoning?

5. Your purpose is to persuade the audience; however, you need to consider what you want the audience to do as a result of listening to your speech. Answer the following questions, and then identify the secondary purpose of your speech.
- a. How do you want your audience to feel about the issue afterwards?
 - b. What action do you want them to take?

Planning for Your Speech...What am I going to say?

Your speech must have at least one of each of the following persuasive techniques.

- Logical Appeal
 - Facts, statistics, and well-reasoned arguments
- Ethical Appeal
 - Argument based on widely accepted beliefs and values
- Emotional Appeal
 - Uses anecdotes (stories) and loaded words (words with strong connotations) to bring about strong emotions in the audience

Research only for supporting your thoughts!

As high school students, you know what beliefs our society holds. You can select loaded words and tell a story illustrating your point. You can develop a well-reasoned argument to support your position. Really, the only reason you need to research is for facts and statistics; however, you should not rely too heavily on these. If you only rattle off a long list of numbers and percentages, how many audiences members will be convinced to agree with you? None of them will, because they will not be listening.

Think first! Research only *after* you have your own thoughts, beliefs, and reasons written on paper. Even then, you should research with the single purpose of supporting what you already think!

You must cite your sources and turn in a references sheet before speaking.

Simple Formula for Persuasive Speeches

A. INTRODUCTION

"Tells your audience what you are going to tell them" and establishes the foundation for your speech.

A good Introduction 'draws the map' for the journey. For a Persuasive Speech an Introduction consists of:

1. Attention-Getter: A statement that gains the attention of the audience and makes them believe that this issue is relevant to them. This is your "hook" or "grabber." Some techniques include: an unusual/shocking detail, a very strong statement, a quotation, an anecdote, or a fact or statistic.
2. Bond > Link-to Audience: Identify a personal connection in the audiences' life, i.e. their use of the 'device' or system, or their emotional experience (grief and sorrow, happiness).
3. "Credentials" of Speaker (Credibility): Demonstrate how you are an 'expert' through your own use, experience or study.
4. Destination / Position Statement: State clearly why you are speaking at this moment. State your Goal, Thesis or what you expect as an Outcome. State your Destination. An example may be ... "This evening/today I am here to convince you that is the most effective way to do business today."
5. Explain my Map to my destination > Preview of Speech: Briefly outline what you will cover in your persuasive speech. This is where you will ... "Tell what you are going to tell them".
6. Transition: A transition is how you move from one section or point to the next. It is a linking idea. You could say ... "Let's begin by ...", "Let's start with ..." or I prefer "Let's consider ..."

B. BODY of your Speech

The Body of your speech is where the detail is found and is best contained in THREE points (you can have more, but don't confuse your audience). For a Persuasive Speech, this is where you will ... **"Tell them"**

1. Main Point #1: State Point 1, State Reason, Give Example, Restate point
2. Main Point #2: State Point 2, State Reason, Give Example, Restate point
 - a. Transition: Create a linking statement to Point 3
3. Main Point #3: State Point 3, State Reason, Give Example, Restate point
4. Transition: Create a linking statement to the Conclusion, i.e. "Let's summarize ..." or "Can we consider these main points ..."

C. CONCLUSION

"Tell them what you have told them"

1. Again state your destination > Restate outcome or thesis.
2. Restate main points: State Point 1, State Point 2, State Point 3
3. Call-to-Action: eg "I encourage you to ...", "Let's all contribute ..." , "... sign now ..." , "make a decision now to be involved ..."