

PANTHER PREP: Persuasive Speech

Time Limit: 5 – 7 minutes

Sources of Information: You will need at least 2 outside sources for your speech. For each source give the specific magazine or book it was taken from, title of the article, author's full name, date of publication, and the chapter or pages telling where the material was found. If a source is a person, identify him completely by title, position, occupation, etc. You are required to include at least two direct quotations/citations in your speech.

Outline your Speech: Prepare a detailed outline. It must include a bibliography for all sources used. You will need 2 copies of your outline. One must be turned in before the speech and one is for you to use during the speech.

EXPLANATION OF THE PERSUASIVE SPEECH:

A speech to convince is used so widely that we are probably unaware of its frequency. The persuasive speech is one which causes your audience to accept willingly your proposal through logic, evidence, and/or emotion. You must present sufficient logic and evidence to swing the audience to your belief. This usually means that you will also ask them to take the action which you suggest. It is usually wise and necessary to appeal to emotions that accompany attitudes and decisions which you desire from your audience. These basic notions may be reached by certain basic appeals; such as, their wealth, love of country, self-preservation, desire for recognition, sex, desire for new adventure, loyalty, political beliefs, religion, and the like. This means that you must present your logic and evidence in such a way that it directs the thinking of the audience through channels they readily follow.

The speech to convince is utilized on many kinds of occasions. At most popular gatherings, such as political meetings, lecture forums, charity drives, community drives, church services, and other civic gatherings, an effort is made to convince. Business meetings involve convictions. At any time differences of opinion could prevail. Decisions are reached by convincing someone. Anytime that a debate is in progress, even though it be a formal argument between two rival schools, within a legislative body, among three farmers, or in court proceedings, the statements of the speakers involve persuasion through logic, evidence, and emotion.

HOW TO CHOOSE A TOPIC FOR A PERSUASIVE SPEECH:

Investigate several topics of a controversial nature that interest you. Then make your choice on the basis of suitability to you, your audience, and the occasion. Be sure you can secure at least two sources of information on your topic. Do not delay your choice of a topic. The sooner you make up your mind, the better your chances are for preparing an excellent speech.

The points to watch for are the way you word your topic and what you propose to convince your audience of. For example, if you decide to convince your listeners that "all school books should be free," notice the word "should." It implies that it "ought to be." So your purpose is to persuade your audience to believe this is a sound idea and it would be to your audience's benefit if it is carried out. You are not asking them to carry it out by standing behind a book counter and handing out free textbooks.

Your topic must be a proposition which is specific and which offers a debatable solution to a controversial problem. It is not adequate to propose the subject, "we should all drive more carefully," we agree on this already. To talk on such a broad topic would be merely to stimulate or arouse us. If you wish to do something to make us more careful drivers, pass a law limiting speed on the highways to fifty miles per hour, or use a core statement like, "all persons who are convicted of traffic violations should be required to attend a driving school for two weeks." These are proposals about which people disagree. We can readily say yes or no to them. We can debate them, but we cannot debate the subject that, "we should all drive more carefully," since we agree on it.

HOW TO PREPARE A PERSUASIVE SPEECH:

1. Present a history of the problem. Discuss the events leading up to the present time that make the topic important. Tell why it is significant that the audience hear the discussion you are about to present. (Do not spend too much time on the history – you have other points to cover.)
2. Discuss the present day effects of the problem. Give examples, illustrations, facts, and views of authorities that clearly demonstrate the situation that you are talking about. These are musts if you wish to be convincing.
3. Discuss the causes that brought about the effects you listed in point #2. Here again you must present examples, illustrations, facts, and views of authorities to prove your points. Be sure you show how the causes have brought and are bringing about the effects you mentioned. For example, if you say your car “wrecked” (effect) because of a blowout (cause) you must definitely establish this cause rather than permit your audience to believe that the car “wrecked” because the steering mechanism on the car suddenly broke.
4. List possible solutions to the problem. Discuss briefly the various alternatives that could be followed but show they are not effective enough to solve your problem. Give evidence for your statements; examples, illustrations; authorities’ views, facts, and analogies.
5. Give your solution to the problem. Show why your solution is the best answer to the proposition you are discussing. Present your evidence and the reason for believing as you do. This must not be simply your opinions. It must be logical-reasoning backed.
6. Show how your proposal will benefit your audience. This is the real meat of your entire speech. If you have thoroughly fulfilled each preceding step up to this point, here is that part of your speech where you must convince. You definitely have to show your listeners how they will benefit from your proposals. For example, how they will live longer, how they will be happier, how they will get better roads, better schools, lower taxes, cheaper groceries. In other words, your listener must see clearly and completely.
7. What do you want your audience to do? Here is the proof of your effectiveness. You now will tell your audience what you want them to do. If you have been convincing up to this point, they will probably go along with you. If not, you have stumbled somewhere in your speech.

That is why it is very necessary that you develop your talk very carefully and completely.

You must have, for the best guarantee of success, careful preparation. In addition to a well-organized speech with its points supported by evidence, you must have a well-constructed introduction and a powerful conclusion. Besides these considerations in relation to the materials of the speech itself, your oral practice will determine whether or not you are actually prepared for a convincing speech. Even though you possess volumes of evidence, clear-cut organization, and vivid language, you must deliver the speech confidently and well without excessive use of notes, if anyone is to be very convinced that you are convinced of your own proposal. Also, be sure to prepare for questions that may be asked, particularly by persons who hold the opposite idea. This is called opposition education, or op-ed. If someone disagrees with you they are likely to ask a question that is intended to negate your position or show a lack of preparation of your part.

HOW TO PRESENT A PERSUASIVE SPEECH:

In general, a frank, enthusiastic, and energetic presentation is desirable. A reasonable amount of emotion should be evident; however, it should not be overdone.

Your bodily action should suit the words you utter and be such an integral part of your overall presentation that no attention should be directed toward it. Vigor and intensity should characterize your bodily action. You must show by your actions that you are convinced.

Your voice should reflect a sincere belief in your view, and through inflections and modulations, carry the ring of truth and personal conviction. Sufficient forces should be utilized to convey sound and meaning to all who listen.

*Try learning about and using literary techniques to improve your speech. (Alliteration, repetition, symbolism, personification, etc.)

GUIDE: Planning a Persuasive Speech

I. Attention Step:

1. Begin with an opening statement to generate interest:
 - rhetorical question
 - an illustration or story
 - a startling statement
 - a reference to the subject
 - a quotation
 - a reference to the occasion
2. Motivate audience interest in your subject by alluding to:
 - the practical value of your information
 - the audience's sense of curiosity
3. Establish your credibility by:
 - alluding to any first-hand experience you have had
 - alluding to sources of information you have consulted
4. Provide orienting material by:
 - overviewing main sections
 - defining any technical terms you will be using

II. Need Step:

1. There are potentially two kinds of needs (your speech uses one of these):
 - for a change – point out what's wrong with present conditions
 - for preservation of present conditions – point out the danger of a change
2. The Need Step is developed by creating arguments which use:
 - illustration – tell of one or more incidents to illustrate the need.
 - ramifications – employ as many additional facts, examples, and quotations as are required to make the need convincingly impressive.
 - pointing – show its importance to the individuals in the audience.

III. Satisfaction Step: This step satisfies the need by presenting a solution.

1. Persuasive Proposition (Statement of solution): In a complete sentence, briefly state the attitude, belief, or action you wish the audience to adopt and the benefits of doing so.
2. Explanation: Make sure that your proposal is understood.
3. Theoretical demonstration: Show how the solution logically and adequately meets the need pointed out in the need step point-by-point!!
4. Practical experience: Cite actual examples of where this proposal has worked effectively or where the belief has been proven correct.
5. Meeting objections: Forestall opposition by showing how your proposal overcomes any objections that might be raised.
6. Ask the audience to take personal action to bring about the change you are looking for.

IV. Visualization Step: The visualization step must stand the test of reality. The conditions you describe must be at least realistic. The more vividly you describe the projected situation, the stronger the audience's reaction will be. There are three methods of visualizing the future.

1. Positive: Describe the conditions if your proposed solution is actually carried out. Picture your listeners enjoying the safety, pleasure, or pride that acceptance of your proposal will have produced.
2. Negative: Describe the conditions if your proposed solution is not carried out. Picture the audience feeling the bad effects or unpleasantness that their failure to accept your proposal will have produced.
3. Contrast (combination of 1 and 2): Begin with the negative visualization (undesirable situation) and conclude with the positive visualization (desirable situation).

V. Action Step:

1. Restate main idea and summarize main arguments.
2. Use a strong call to action by restating the specific action or attitude change you want from the audience.
3. State your personal intent to take the course of action or attitude recommended.
4. Conclude with a statement to recapture interest (a reason to remember).

OUTLINE GUIDE: Persuasive Speech

Title:

General Purpose:

Specific Purpose:

Persuasive Proposition:

I. Attention Step/Introduction:

A. Opening Statement of interest:

B. Reason (s) to listen:

C. Speaker credibility:

D. Overview main sections:

II. Need Step (for each argument you present):

A. State argument: _____

B. Illustration: _____

C. Ramifications: _____

1. _____

2. _____

D. Pointing: _____

III. Satisfaction Step

A. Persuasive Proposition:

B. Explanation of solution:

C. Theoretical demonstration:

1. _____

2. _____

3. _____

D. Practical experience:

E. Meeting objections:

1. _____

a. _____

b. _____

2. _____

a. _____

b. _____

IV. Visualization Step

A. Restatement of proposed solution: _____

1. Negative Visualization: _____

2. Positive Visualization: _____

3. Contrasting Visualization: _____

V. Action Step

A. Restatement and summary: _____

B. Urge audience to take action or attitude change: _____

C. Statement of personal interest: _____

D. Reason to remember: _____

RUBRIC: Persuasive Speech (Instructor)

Name:		Topic:	
TOPIC	DESCRIPTION	POINTS	MAXIMUM
INTRODUCTION			
Attention Getting Device	Speaker uses specific technique to gain audience attention.		5
Right to Inform	Speaker establishes their qualifications to speak in the subject.		5
Motive for Listening	Speaker gave the audience reason to pay attention to the speech.		5
Thesis/Preview	Speaker clearly established what the speech was going to be about and what to expect.		5
NOTES:		SUB TOTAL	20
BODY			
Organization	The speaker has organized thoughts in a clear, understandable, and logical way.		5
Clarity of Major Points	The speaker makes the major points of the speech clear.		5
Subject Knowledge	The speaker uses enough quality information to make their points.		5
Information Support	Speaker uses research and sites it in the speech to improve credibility.		5
NOTES:		SUB TOTAL	20
PERSUASION			
Position	The speaker establishes their position clearly and supported it throughout the speech.		5
Need	Speaker clearly expressed the need that their position creates for action.		5
Satisfaction (Meet the Need)	Speaker clearly explains the desired or ideal situation or outcome.		5
Action/Response	Speaker clearly expressed what action he/she desired from the audience and how it could be done.		5
NOTES:		SUB TOTAL	20
SPEECH TECHNIQUE			
Transitions	Speaker clearly, but smoothly moves from topic to topic during the speech.		5
Use of Outline/Notes	Speaker effectively uses outline, notes, or note cards with minimal distraction.		5
Confidence	Speaker is poised, confident, and maintains eye contact with audience.		5
Voice Quality	Speakers volume, articulation, and rate of speaking is appropriate.		5
NOTES:		SUB TOTAL	20
SPEECH QUALITY			
Word Choice	Speaker uses good word choices and variety.		5
Body Language	Speaker's body language is appropriate and open.		5
Gestures	Speaker uses appropriate gestures to enhance speech.		5
Use of Space	Speaker uses space available and does not lock himself or herself behind podium.		5
NOTES:		SUB TOTAL	20
		TOTAL	100

RUBRIC: Persuasive Speech (Peer)

INSTRUCTIONS: Evaluate one peer during each speech session. If you give them a 5 or a 3 and below, you must write in the "note" section the reason for this score.

Name:			
TOPIC	DESCRIPTION	POINTS	MAXIMUM
PEER NAME & DATE:		TOPIC:	
Introduction	Speaker started strong, got my attention, and made me interested in listening.		5
Persuasion	Speaker clearly established position, need, satisfaction, and the desired action/response.		5
Speech Technique	Speaker seemed confident, spoke clearly, and did not seem distracted.		5
Speech Quality	Speaker used appropriate grammar and was overall professional in their presentation.		5
NOTES:		TOTAL	20
PEER NAME & DATE:		TOPIC:	
Introduction	Speaker started strong, got my attention, and made me interested in listening.		5
Persuasion	Speaker clearly established position, need, satisfaction, and the desired action/response.		5
Speech Technique	Speaker seemed confident, spoke clearly, and did not seem distracted.		5
Speech Quality	Speaker used appropriate grammar and was overall professional in their presentation.		5
NOTES:		TOTAL	20
PEER NAME & DATE:		TOPIC:	
Introduction	Speaker started strong, got my attention, and made me interested in listening.		5
Persuasion	Speaker clearly established position, need, satisfaction, and the desired action/response.		5
Speech Technique	Speaker seemed confident, spoke clearly, and did not seem distracted.		5
Speech Quality	Speaker used appropriate grammar and was overall professional in their presentation.		5
NOTES:		TOTAL	20
PEER NAME & DATE:		TOPIC:	
Introduction	Speaker started strong, got my attention, and made me interested in listening.		5
Persuasion	Speaker clearly established position, need, satisfaction, and the desired action/response.		5
Speech Technique	Speaker seemed confident, spoke clearly, and did not seem distracted.		5
Speech Quality	Speaker used appropriate grammar and was overall professional in their presentation.		5
NOTES:		TOTAL	20
PEER NAME & DATE:		TOPIC:	
Introduction	Speaker started strong, got my attention, and made me interested in listening.		5
Persuasion	Speaker clearly established position, need, satisfaction, and the desired action/response.		5
Speech Technique	Speaker seemed confident, spoke clearly, and did not seem distracted.		5
Speech Quality	Speaker used appropriate grammar and was overall professional in their presentation.		5
NOTES:		TOTAL	20
INSTRUCTOR NOTES:		GRADE	50

RUBRIC: Persuasive Speech (Self)

Peer Presenter's Name: _____

Content (What could you have done to improve the content? i.e. topic, organization, evidence, source citations, quotes, examples, visual aids, etc.):

Delivery (What areas do you see as being strengths & weaknesses i.e. eye contact, voice – pitch, tone, volume; articulation, grammar, pronunciation, gestures, movement, poise, posture, enthusiasm, dynamics):

Persuasion (How did you do in terms of establishing your position, what the need for action was, what the ideal outcome would be, and what you wanted to audience to do as a result of your speech?)

Distracting Habits (Do you have any, and what specific steps will you take to correct them? examples: uh, uhm, OK, fidgeting with hands, looking somewhere other than at the audience members, speaking too fast or too slow, awkward pauses, stumbling over words, rocking back & forth, etc.):

Honestly, what kind of preparation & practice did you do? Does the amount of time you spent on this speech have anything to do with the final performance? What are your goals for next time?

Overall comments regarding the speech:

Total Points	/ 10
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