

Persuasive Speech Assignment

Purpose: Translate your persuasive essay into a lively and 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 discuss in class.

You will complete this individually in a speech that is at least 2 minutes long but no longer than 4 minutes using Google Presentation or Prezi.com slides as a visual aide.

Requirements:

- Incorporate the three sources within your individual speech and cite these sources within your speech following MLA guidelines.
 - Your last slide should be a list of works cited, in MLA format.
- Your speech should have all of the components of a persuasive essay, including a clear thesis, topic sentences, claim/data/warrant, background, key points, opposing viewpoints and refutations, transitions, conclusion, etc.
 - **But this does not mean that you speech will follow the same general outline as an essay. Speeches are a different genre with different needs!**
- Create a clear, effective visual (Google/Prezi) presentation that will serve as both your outline and your visual aide as you speak.
 - You are welcome to also use notecards to prompt your thinking as you speak.
 - **Do not simply read your speech off of your notecards or powerpoint slides—these are just guides to prompt you to remember what you planned to say at each point in your speech.**
- Have a clear purpose in mind (to establish a fact, change a belief, or get the audience to support/act on a policy).
- Incorporate the most appropriate types of appeals (*logos*, *pathos*, *ethos*) into your speech.
- Design your speech around the needs of the audience's stance toward your topic.
- Demonstrate proper speaking etiquette.

Name: _____

Period: _____

Here's the rubric (you need this at the final when you speak):

<p>4/5 = solidly meets expectations 3/4 = meets expectations, but something needs work 2/3 = misses something 1 = makes an attempt</p>	<p>Grade scale 4.5-5 = A 4-4.5 = B 3.5-4 = C 3-3.5 = D</p>
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(100 points—10% of semester grade)

Category	Expectations	teacher evaluation
Ideas and Content	<ul style="list-style-type: none"> *A specific, well-stated thesis is present. *The speaker is knowledgeable about his/her topic; s/he supports his/her argument and refutes opposing views. *The speaker effectively incorporates the various types of appeals (emotion, logic, character/ethics). *Sufficient background is provided for the audience. 	
Organization	<ul style="list-style-type: none"> *Overall organization of the speech is clear and effective. *An effective attention getter (hook) is present. *Transitions are clear, detailed, and obvious. *The conclusion restates key points briefly and ends with a memorable and effective closing statement. 	
Speaking/Presentation Skills	<ul style="list-style-type: none"> *Rate of delivery is neither too fast nor too slow. *The speaker talks about his/her topic with enthusiasm. *Pitch and word emphasis vary. *Eye contact is consistently made with audience members. *Hand gestures, movements, and demeanor are all appropriate for a formal speech. *The speech is well-delivered and appears well-practiced. *The visual aide is effective and minimal (there is not too much on each slide). 	
Research	<ul style="list-style-type: none"> *Research is accurately and frequently cited with parenthetical citations on the slides. *There's a works cited slide at the end of the presentation. 	
Specifications	<ul style="list-style-type: none"> *The speech is within the 2-4 minute parameter. *uses images and text to support thesis effectively 	