

SPEAKING TO PERSUADE!

Speaking to persuade involves the key rhetorical elements of argumentation: invention, arrangement, style, memory, and delivery. These rhetorical elements will inform the process you take to create and deliver your argument and support the Toulmin model for argumentation that you have studied recently in both your English 1302 and Speech 1301 classes. Also, as you develop your persuasive speech, be sure to refer to the ideas and concepts covered in Section 7 (Persuasive Speaking) in your textbook.

For this assignment, you will need to consider the following:

[Ethos] CREDIBILITY: Before you speak. As you speak. After you speak.

ORGANIZATION PATTERN: Toulmin Model (Problem and Solution with Refutation (an acknowledgement of the opposing side(s)))

[Logos] REASONING: Inductive, Deductive, Causal

[Pathos] EMOTIONS: Arousing words; concrete illustrations (stories); visual aids.

AUDIENCE: Is your audience receptive? Neutral?
Non-receptive?

TRANSITIONS: Moves between sections of speech.

Assignment:

1) ***Deliver a 5 minute persuasive speech*** taking a position on an important social issue of our day. As part of your delivery of this persuasive speech please include **5 PowerPoint slides with visual images that support or illustrate key parts of your speech** [no bullet points—use the Presentation Zen / Naked Presenter approach]. Your speech content should include data, statistics, examples, testimony, and/or evidence from at least three research articles. This persuasive speech should end by a call to move the audience to some kind of action (give money, write a letter, march in protest, etc.)

2) *A typed Outline of your speech and a Works Cited page.*

3) *Print out 5 slides used to support your speech.*

4) *Include copies of research (at least 3 resources)*



DUE: Monday, March 18----FORMAL OUTLINE

DUE: Monday, March 25----SPEECHES, POWERPOINT, & PACKET