



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))—**USE OUTLINE MODEL IN SECTION 7**

[Logos] REASONING: Inductive, Deductive, Causal. **Support a Proposition of Fact (what is true or not true), Proposition of Value (what has worth or importance), or Proposition of Policy (what needs to be changed or done—immediately)**

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

[Mythos] **CULTURAL IDENTITY: sense of one's history in the larger culture.**

AUDIENCE: Is your audience receptive? Neutral? Non-receptive? **What are your audiences' Attitudes, Beliefs, Values, and Behaviors?**

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 FIVE research sources (three must be articles—one research source must come from Twitter). **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) *A completed Twitter questionnaire/reflection about your research using Twitter*
- 3) *5 slides (print out and include in packet) used to support your speech.*
- 4) *Include copies of research (at least 5 resources: 3 articles, 1 from Twitter, 1 from web/blog)*

**DUE: Monday, March 17: Draft of outline – workshop & practice
(Presentation Zen methodology)**

**DUE: Wednesday, March 19: Video taped practice of your speech—be
prepared to deliver your speech with your slides in small groups of three.**

DUE: Friday, March 21—ALL FINAL OUTLINES, Begin SPEECHES

Learning Outcomes:

- 1) Understand and apply traditional rhetorical appeals in presentation of persuasive speech.
- 2) Use voice, body language, and eye contact to support persuasive speech delivery.
- 3) Understand and apply knowledge about persuasive speech outlining, including transitions between outline components.
- 4) Understand and apply knowledge about audience attributes to persuasive speech.
- 5) Utilize presentation Zen methodology in 5 slides to support persuasive speech delivery and impact.
- 6) Discriminate between sources (legitimacy of authors, content, etc.) using Twitter, social media, and academic articles.