

SPEECH TO CONVINC

USE LOGIC, EVIDENCE, AND EMOTION TO CONVINC US TO THINK AND THEN DO SOMETHING.

Time Requirement: 4-6 Minutes

3 Sources Required (in addition to dictionaries)

Outline Draft Due: _____ Final Outline/Presentation Due: _____

Your Purpose: To learn to be persuasive by using **research** (evidence,) **logic** (your own reasoning,) and **emotional appeal** (emotion) to convince your audience to agree with your view/belief.

Selecting a Topic: Your topic/belief must be controversial; that is, it must clearly be something arguable that has two sides. It must be suitable and appropriate for your audience, and you must be able to find research that will prove your side. **Make sure your parents approve of your topic selection.**

Outline Set-up: You must include an **introduction** and a **conclusion** on your outline written using complete sentences. **Label the parts of your introduction. The Body will be written using key words and phrases, and will be arranged in the following main points:**

A. HISTORY: Present a **history of the problem**. (Background Information)

B. EFFECTS: List and discuss present day **effects of the problem** by using examples, views of experts, etc.

C. CAUSE(S): List and discuss the **cause or causes**. Use facts, illustrations, examples, etc.

D. SOLUTIONS: Give possible **solutions**. What are some ways we could solve this problem?

E. BENEFITS: Show how your proposal will **BENEFIT** the audience. This is where you win or lose. If you don't convince your audience that your proposal will make them happier, healthier, smarter, richer, better, then they will not agree with you. They must feel they would benefit from your proposal, **so list as many benefits of change as you can.**

F. CALL TO ACTION: Ask your audience to **DO something** that will help you put your proposal into action. This is what each student could personally do.

***OPPOSITION:** if appropriate you may address the opposition's primary arguments and then refute them. Insert this where it best fits/flows into your overall speech content. It is not required, but it does show a higher level of thinking. If done well it can make your overall argument more effective.

Outline Requirements: (100 pts.; due on Speech Day; must include a rough draft)

1. **Must have in-text citations and a works cited page or outline will be considered to be plagiarized**

2. **Must follow all above directions. Must use complete sentences in introduction and conclusion only**

3. **Must use key words or 3-5 word phrases in the body**

4. Must have a **Works Cited** page arranged properly. **Must have at least three sources, not including encyclopedias and dictionaries. No .coms allowed! Proper MLA format must be used.**

5. Will be collected at end of your speech.

6. Students will complete a final outline that is one of the following:

- Neatly written in blue or black ink

OR

- Typed 12 point Arial or TNR font; black ink

(Printer/computer difficulties do not justify late work; plan ahead or write it.)

Performance Criteria: Each student is evaluated on poise, approach, composure, stamping, stance, energy, volume, tone changes, rate, eye contact, facial expressions, exit, and meeting the time requirement. These criteria are used to determine the **technique grade worth 100 points**. Additionally, each student is evaluated on content. The **50 point content grade** is based on the following: including a strong introduction with an attention getter, thesis statement, audience relevance and credibility; strong development of each of the four main points using ample details and evidence from sources in the body; and a conclusion that summarizes and restates ideas from the introduction and body.

Your Name

Teacher's Name

Class Name

Date

Sample Speech to Convince (you will use a creative title here)

I. Introduction

Write your introduction in complete sentences. Begin with an amazing **attention getter** clearly labeled by type. (AG-Quote, Startling Statistic, Story, etc.) Make sure you include a sentence or two establishing your **credibility**-why are you an expert to convince us how to think and what to do? How much research have you done? Do you have any personal experience? Make sure your **audience relevance** is very well-developed. If we do not think the topic relates to us or if we don't think we have to worry about it until the future, then we are not very likely to think and do what you want us to. Your **thesis** should be written very powerfully. Do NOT say "I am going to talk about," or "I am going to inform you." Those are not PERSUASIVE words. Use good adjectives and make it all flow smoothly. If you want full points, not only will all this be well-written but you will have clearly labeled each part.

II. Body

A. HISTORY: Present a **history of the problem**. (Background Information)

- 1.
- 2.
- 3.
- 4.

Remember-everything must be in a minimum of TWO's

B. EFFECTS: List and discuss present day **effects of the problem** by using examples, views of experts, etc.

1.
 - a.
 - b.
- 2.
3.
 - a.
 - b.
 - c.
- 4.

C. CAUSE(S): List and discuss the **cause or causes**. Use facts, illustrations, examples, etc.

- 1.
- 2.
3.
 - a.
 - b.

D. SOLUTIONS: Give possible **solutions**. What are some ways we could solve this problem?

- 1.
- 2.

E. BENEFITS: Show how your proposal will **BENEFIT** the audience. This is where you win or lose. If you don't convince your audience that your proposal will make them happier, healthier, smarter, richer, better, then they will not agree with you. They must feel they would benefit from your proposal, **so list as many benefits of change as you can.**

- 1.
- 2.
- 3.

F. CALL TO ACTION: Ask your audience to **DO something** that will help you put your proposal into action. This is what each student could personally do. Give EVERY step and piece of information we need. Include phone numbers, people's names, websites, organizations, etc. as pertinent.

***OPPOSITION:** if appropriate you may address the opposition's primary arguments and then refute them. Insert this where it best fits/flows into your overall speech content. It is not required, but it does show a higher level of thinking. If done well it can make your overall argument more effective.