

Public Speaking Assignment

Persuasive Speech

The purpose of this speech is to persuade your audience about on a question of fact or a question of value. This speech will require considerable research and skillful use of the methods of persuasion. Special emphasis should be given to evidence and reasoning. This is also an excellent assignment for stressing audience analysis and adaptation. You are encouraged to select topics that are useful and interesting, but remember they need to be legal and appropriate for a college classroom in California. In addition, extremely polarizing issues such as immigration, health care, marriage or reproductive rights, the legalization of vices, or any other divisive topics are not appropriate for this class. The time limit for this speech is 4:45-5:00.

If you speak on a question of fact you will need to give special attention to evidence and reasoning. If you speak on a question of value you must be sure to identify your standards for judgment and justify your value judgment in light of those standards. If you speak on a question of policy be sure to acknowledge any opposing viewpoints or opinions. You will need to turn in a complete preparation outline as well as a brief speaking outline. The speech itself should be delivered extemporaneously from the brief speaking outline.

Evaluation will focus on such basic matters as establishing eye contact, avoiding distracting mannerisms, formulating a sharp specific purpose statement, fulfilling the functions of an introduction and conclusion, limiting main points and arranging them properly, and employing connectives effectively. The use of a visual aid is optional for this speech. Grading for the speech will be based on the following questions:

1. Does the speech conform to the kind of speech assigned?
2. Is the speech ready for presentation on the assigned date?
3. Did the speech conform to the 4:45-5:00 minute time limit?
4. Did the speech fulfill any special requirements of the assignment such as preparing an outline, using visual aids, conducting an interview, etc.?
5. Did the speech have a clear specific purpose and central idea?
6. Did the speech have an identifiable introduction, body, and conclusion?
7. Did the speech show reasonable directness and competence in delivery?
8. Was the speech free of serious errors in grammar, pronunciation, and word usage?
9. Did the speech deal with a challenging topic?
10. Did the speech fulfill all major functions of a speech introduction and conclusion?
11. Did the speech display clear organization of main points and supporting materials?
12. Did the speech support main points with evidence that meets the tests of accuracy, relevance, objectivity, and sufficiency?
13. Did the speech exhibit proficient use of connectives—transitions, internal previews, internal summaries, and signposts?
14. Was the speech delivered skillfully enough so as not to distract attention from the speaker's message?
15. Did the speech constitute a genuine contribution by the speaker to the knowledge or beliefs of the audience?
16. Did the speech sustain positive interest, feeling, and/or commitment among the audience?
17. Did the speech contain elements of vividness and special interest in the use of language?
18. Was the speech delivered in a fluent, polished manner that strengthens the impact of the speaker's message?