

PERSUASIVE SPEECH

(Speech #3)

5 to 7-Minute Speech

You should deliver this speech extemporaneously from an outline.

REMEMBER: SPEECHES ARE NOT TO BE READ!
Eye contact with the audience is VERY important.

The main objective is to prepare and deliver a persuasive speech where you attempt to change or reinforce the attitudes, beliefs, opinions, or behaviors of your audience. This speech will require considerable research and skillful use of the methods of persuasion for a change in the status quo. Special emphasis should be given to evidence and reasoning. In writing this speech, you should seek to use language creatively and imaginatively so as to invest the topic with dignity, meaning, and honest emotion. An outline of the speech is due on the day the speech is delivered.

In the first part of your speech you'll present the problem, and the second part will be the solution with a call to action. Your goal is to convince your audience that a problem exists and that it currently affects them in some way, or will affect them in the near future. Use supporting evidence from credible sources to build your case. Also, anticipate any audience counter-arguments and **rebut (refute by offering opposing evidence)** 1 or 2 of these arguments in your speech.

The organization of the speech is similar to the others you have done. **Introduction:** 1) gain attention; 2) build your credibility---why are you speaking on this topic? 3) reveal your central theme/ idea; and 4) preview the main points that will come in the body of the speech. **Body:** This is where you explain the problem (give examples, illustrations, statistics, testimony, etc.), show how the problem related to the audience and offer a workable solution. Challenge the audience to do something within 24 hours related to your topic. **Conclusion:** 1) summarize the main points; 2) provide a memorable ending, something we can't forget because it's so powerful.

Find **5 sources** related to your topic and read them to get supporting material and ideas for building your arguments (**you must cite 3 of them during your speech**), and to understand opposing viewpoints. Include an appropriate reference or bibliography section at the end of your outline. You may also use appropriate visual aids to illustrate your speech and to maintain interest; you must give appropriate credit to the source of any artwork you use which you did not yourself originate.

Good luck – you'll do great! Prepare and practice thoroughly; then, relax and have fun!