

# COMM 241: Public Speaking

## The Persuasive Speech

### The Assignment

Over the next couple of weeks of class we will be discussing, watching, listening to, evaluating and designing persuasive speeches to help you prepare your own 12-15 minute Persuasive Speech. You will select a controversial topic of public debate. In this speech you will be expected to briefly discuss both sides and then argue your own proposition of fact, value or policy

### The Approach

To help you prepare for our discussion of persuasive communication, the quiz, and the design of your own speech you will need to complete the following:

1. Read text pages on persuasion.
2. Collect information (through own observations, background experience, surveys of friends, interviews, and/or library research to support your proposition).
3. Analyze your audience (through demographic data and value assessment) to determine their latitude of acceptance or rejection of your proposition through in-class activities.
4. Prepare a draft of an outline of your proposition and reasons in support of the proposition to discuss with classmates.

### Relevant Reading

Begin by familiarizing yourself with the reading material pertinent to the topic of persuasion in your text. The "Persuasive Notes" handout and persuasive speeches analyzed in class will offer your additional insight into rhetorical strategies you may wish to use in developing your speech.

### Time Line/Due Dates

These speeches will be given during Weeks Eleven, Twelve and Thirteen following on the heels of your Special Occasion Speech (weeks 8-10) and right before your final Oral Interpretation Speech (weeks 13 & 14) so plan accordingly. A rough draft of your outline will be discussed in class on Tuesday, November 9<sup>th</sup>; a final draft due the day of your presentation.

### Evaluation

We will be looking for the kinds of competencies we've discussed in the past. Particular attention should be placed on your logical and psychological appeals and on establishing credibility. A clearly stated proposition and mention of the opposing perspective will all be expected. See rubric distributed in class.