



Comm Skills Virtual Learning

Public Speaking

Prepare to Persuade

April 29, 2020



Lesson: April 29, 2020

Objective/Learning Target: Students will adapt their persuasive appeals to their audiences.

Bell Ringer/Let's Get Started

Proof shows that your reasoning is backed up by facts. Why is proof so important in persuasion?

Lesson/Activity

Today we will preview the Persuasive Speech assignment. Here is the overview:

Persuasive Speech Assignment

100 Points

5-8 minutes

Overview of Assignment

You will be advocating for a specific solution to a social problem. In this speech, you will be addressing a “question of policy.” As such, you will need to use a clear organizational patterns .

Lesson/Activity

ASSIGNMENT OVERVIEW:

Objectives:

- 1) Audience analysis: interpret survey results.
- 2) Audience adaptation: determine a reasonable goal in relation to your audience.
- 3) Research: locate and utilize a variety of credible sources.
- 4) Argumentation: construct clear, logical arguments.
- 5) Ethics: Persuade the audience without engaging in manipulation.
- 6) Delivery: gain confidence while speaking in front of an audience.
- 7) Style: use language creatively and precisely.
- 8) Cultural awareness: learn from the insights and experiences of other speakers.

Lesson/Activity

Assignment Overview:

Requirements:

- 1) Full-sentence outline
- 2) Bibliography that follows APA- or MLA-style.
- 3) Full-sentence outline and bibliography should be typed, using Times New Roman, 12-point font.
- 4) Full-sentence outline should be completed prior to your speech.
- 5) Speech should be 5-8 minutes in length.
- 6) Speech should be delivered from extemporaneous notes, not a full-sentence outline.
- 7) At least three credible sources should be cited in the speech.

Lesson/Activity

Research Requirements:

This is a college and career preparation course, so you will be expected to conduct college-level research. This means locating **three credible sources**. Encyclopedias, including Wikipedia, do not count as credible sources. Students should refer to lecture notes and provided resources when determining source credibility.

The use of a visual aid is optional for this speech. Students are not allowed to use any sort of weapon as a visual aid. Also, be sure to consider whether a visual aid will be offensive to the audience.

If you plan to use the computer, please load files or Web sites before presenting. Also, keep in mind that the Internet is volatile. You cannot always count on Web sites to load when you need them, so be sure to have a back-up plan.

If using video, the clip should not be longer than one minute.

Lesson / Activity

Assignment Overview

Speech Day Reminders

On speech day, students should:

Have a completed, full-sentence outline prior to speaking

Use extemporaneous speaking notes to me immediately after speaking.

Practice

Brainstorming Activity

List five things about which you are passionate.

List five things you value.

List five things you interested in learning more about.

List five things you believe you know a lot about.

Go ahead and start pulling resources if you have some ideas!

Additional Resources

[Lecture Notes](#)

[Persuasive Influence](#)

[Persuasive Speaking - Textbook Chapter](#)