

Name: _____

Date: _____

PERSUASION: FINAL SPEECH - GUIDELINES

Writing Workshop #3

Directions: As a conclusion to our *Writing Workshop #3: Persuasion* you will write and present a mini persuasive speech. Your 3-5 minute persuasive speech will model basic persuasive structure, include the modes of persuasion, and be presented using effective public speaking techniques. You will be assessed on the content as well as the presentation of your persuasive speech.

Your persuasive speech will be written according to the following outline. Your persuasive speech will include an introductory section, a reason and support section, a counterclaims section, and a conclusion section. For each argument of reason, you will provide at least two forms of support (logos, pathos, ethos). Throughout your speech as a whole, you will include at least two forms of each method of persuasion (2 logos, 2 pathos, 2 ethos).

In addition to your persuasive speech, you will type out your mini persuasive speech; meaning, you will write a paper that formally structures the content of your speech. Like the speech, your paper will be written according to the following outline. Your paper should include formal writing structures; meaning, you should include writing elements such as transitions, paragraph shifts, and complex sentence structures to ensure the fluidity and thoroughness of your written work. Your paper must be typed in size 12, Times New Roman font. **YOU WILL NEED TO PRINT OFF TWO COPIES OF YOUR SPEECH PAPER!**

STRUCTURE:

I. INTRODUCTION

1. Hook → Your speech will start with a hook. The hook should entice audience interest in your topic/argument.
2. Topic Introduction → You will elaborate on the topic, why the audience should care, your speaker credentials, etc. In other words, you are introducing the background of your topic.
3. Thesis → You will explicitly state your argument within a thesis statement. The thesis statement should clearly state your position on what you are arguing for/against.

II. REASON & SUPPORT

1. Reason #1 → You will state your first argument of reason for your thesis.
 - a. Support #1 → You will provide your support for your first argument. This should be one of the modes of persuasion.
 - b. Support #2 → You will provide your support for your first argument. This should be one of the modes of persuasion.
2. Reason #2 → You will state your second argument of reason for your thesis.
 - a. Support #1 → You will provide your support for your second argument. This should be one of the modes of persuasion.
 - b. Support #2 → You will provide your support for your second argument. This should be one of the modes of persuasion.
3. Reason #3 → You will state your third argument of reason for your thesis.
 - a. Support #1 → You will provide your support for your third argument. This should be one of the modes of persuasion.
 - b. Support #2 → You will provide your support for your third argument. This should be one of the modes of persuasion.

III. COUNTERCLAIMS

1. Counterargument #1 → You will present your first counterargument against your thesis. Consider how your opposition would argue back at you.
 - a. Defense → You will provide support to “shut down” the counterargument. In other words, you will show why this counterargument is insufficient. This too should be one of the modes of persuasion.
2. Counterargument #2 → You will present your second counterargument against your thesis. Consider how your opposition would argue back at you.
 - a. Defense → You will provide support to “shut down” the counterargument. In other words, you will show why this counterargument is insufficient. This too should be one of the modes of persuasion.

IV. CONCLUSION

1. Thesis Reiteration → You will once again state the position for which you are arguing for/against. You should connect back to the main reasons addressed in your speech.
2. Closing Statements → You will not just end with a restatement of thesis. You should take your conclusion to the next level by making the audience feel your same passion, calling the audience to action, or thinking ahead to the future in regards to your topic.

PRESENTATION:

- ❖ Volume: The volume of your speech should be strong, without being overpowering. All audience members within the presentation space (our classroom) should be able to hear you with ease.
- ❖ Enunciation: The emphasis throughout your speech should support your arguments and structure. Meaning, you should not be monotone.
- ❖ Eye Contact: You should make consistent eye contact with your audience. Your eyes should not only be looking at the audience, but also scanning the audience throughout.
- ❖ Movement: You should maintain a strong posture throughout your speech. Walking should contribute to audience engagement, not distract from it. Meaning, you should not be pacing.
- ❖ Gestures: You should use hand gestures to support your arguments and structure. Gestures often correspond with enunciation. Hands should not be distracting.
- ❖ Notes: You will be allowed to bring up with you a single 3 x 5 index card with writing on one side only. The note card should NOT contain your entire speech. As mastery of content is part of ethos, you are encouraged not to use a notecard.

SPEECH PAPERS WILL BE DUE MONDAY, 13 MARCH 2017!!!

**SPEECHES WILL BE PRESENTED FROM MONDAY, 13 MARCH 2017 –
WEDNESDAY, 15 MARCH 2017!**