NAME:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Persuasive Speech Assignment Sheet**

You will be presenting a 3-minute persuasive speech addressing a current issue in society.

1. Select an issue that you have encountered in your community, state, or nation. Write this issue here:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Write down thoughts and feelings you have about the issue. Determine your position on it.
2. Write your position statement. A position statement is like a thesis statement. It identifies the issue and your position on it in one sentence. For example:

As college students, we must take action against (or for) the issue of\_\_\_\_\_\_\_\_\_\_ because of ­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ , \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. Identify your audience. Although you will be presenting to our class, you should think about what group of people is your real-world audience. Answer the following questions, and then identify the group of people that is your real-world audience. After answering these questions, write down your real-world audience.
   1. Who is affected by this issue?
   2. Who might be in a position to influence the results of this problem?
   3. What might this audience already know about the issue?
   4. What views or opinions might this audience already have?
   5. What misconceptions might they have?
   6. What details or words might appeal to this audience’s emotions? Reasoning?
2. Your purpose is to persuade the audience; however, you need to consider what you want the audience to do as a result of listening to your speech. Answer the following questions, and then identify the secondary purpose of your speech.
   1. How do you want your audience to feel about the issue afterwards? What action do you want them to take?

**Planning for Your Speech…What am I going to say?**

Your speech must have at least one of each of the following persuasive techniques.

* Logical Appeal
  + Facts, statistics, and well-reasoned arguments
* Ethical Appeal
  + Argument based on widely accepted beliefs and values
* Emotional Appeal
  + Uses anecdotes (stories) and loaded words (words with strong connotations) to bring about strong emotions in the audience

**Research is necessary!**

You know what beliefs our society holds. You can select loaded words and tell a story illustrating your point. You can develop a well-reasoned argument to support your position. The only reason you need to research is for facts and statistics; however, you should not rely too heavily on these. If you only rattle off a long list of numbers and percentages, how many audience members will be convinced to agree with you? None of them will, because they will not be listening.

**Think first!** *Research only after you have your own thoughts, beliefs, and reasons written on paper.* Even then, you should research with the single purpose of supporting what you already think!

You may not read your speech, but you may use notecards.

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**Simple Formula for Persuasive Speeches**

**A. INTRODUCTION**  
**"Tells your audience what you are going to tell them"** and establishes the foundation for your speech.  
A good Introduction 'draws the map' for the journey. For a Persuasive Speech an Introduction consists of

1. Attention-Getter: A statement that gains the attention of the audience and makes them believe that this issue is relevant to them. Please, do NOT use a rhetorical question here. Instead, think of your intro like a funnel. Your thesis (in this case, your position statement) is the narrow part and you slowly broaden out from that to a broad statement that applies to many, in not all, people.
2. Bond > Link-to Audience: Identify a personal connection in the audiences' life, i.e. their use of the 'device' or system, or their emotional experience (grief and sorrow, happiness).
3. "Credentials" of Speaker (Credibility): Demonstrate how you are an 'expert' through your own use, experience or study.
4. Transition: A transition is how you move from one section or point to the next. It is a linking idea. You could say ..."Let's begin by ...", "Let's start with ..." or I prefer "Let's consider ..."

**B. BODY of your Speech**  
The Body of your speech is where the detail is found and is best contained in THREE points (you can have more, but don't confuse your audience). For a Persuasive Speech, this is where you will ... **"Tell them"**

1. Main Point #1: State Point 1, State Reason, Give Example, Restate point
2. Main Point #2: State Point 2, State Reason, Give Example, Restate point
   1. Transition: Create a linking statement to Point 3
3. Main Point #3: State Point 3, State Reason, Give Example, Restate point
4. Transition: Create a linking statement to the Conclusion, i.e. "Let's summarize ..." or "Can we consider these main points ..."

**C. CONCLUSION**  
**"Tell them what you have told them"**

1. Again state your destination >Restate outcome or thesis.
2. Restate main points: State Point 1, State Point 2, State Point 3
3. Call-to-Action: eg "I encourage you to ...", "Let's all contribute ..." , "... sign now ...", "make a decision now to be involved ..."
4. Decision-Maker (Clincher - optional): "Coming around is the petition ..." "Being passed from the rear is a bag for your contribution to this noble cause, dig deep ..."

Today we have explored the powerful communication vehicle, the Internet and an effective tool for communication called email.

Today you have heard of the amazing hidden potential that email can bring to YOUR life.

*2. Restate main points:*

*State Point 1*

The world is indeed shrinking with the advent of email.

*State Point 2*

Email has revolutionized business. Business can now literally operate at the speed of light.

*State Point 3*

Email enhances personal relations. Email can develop personal relationships in a new dimension.

*3. Call-to-Action: eg "I encourage you to ...", "Let's all contribute ..." , "... sign now ...", "make a decision now to be involved ..."*

Connecting up to the Internet is simple today. Decide to communicate TODAY. It is time to get email.

*4. Decision-Maker (Clincher - optional): "Coming around is the petition ..." "Being passed from the rear is a bag for your contribution to this noble cause, dig deep ..."*

I am so excited by this technology, that today I have a FREE Internet Starter Kit available for you. It is being handed out now. Take this free sample; there are no strings and no obligations. Read over the attached sheet accompanying the CD. My number is there, give me a call if you have a question. There is no charge, as I simply know you can use this 8th Wonder of the World.

The best way to find out if email is of any value to you is to give it a go.

Send an email message to a friend, a son or daughter, or to a grandchild. Surprise them.

You will be amazed at this advancement in communication.