**Speech #3: Persuasive Speech**

**(80 Points)**

***Directions:***

Your third speech is a 7 to 8-minute persuasive presentation concerning values or action/policy. You will try to convince your audience to donate time or money to a charity or non-profit.

You must incorporate at least 4 credible sources during your speech and in the bibliography page of your outline. Power Point or other presentation software is required for your presentation. See your instructor for specific details on the organizational structure required for this presentation.

***Goals:***

1. To develop a formal outline.
2. To utilize an introduction, conclusion, and fluid transitions.
3. To use examples to expand and clarify main points.
4. To employ descriptive, persuasive language.
5. To find, use, and cite information from at least four current and credible sources.
6. To effectively include presentation software in your speech.
7. To use a speaking outline consisting of only key words during the presentation.
8. To further develop an extemporaneous speaking style.

***Getting Started***

The most important criteria for selecting a topic for this speech are that it be controversial or debatable. If there is no debate about the topic or if the arguments on one side are very weak, then there is only one side to the topic and you will not be able to effectively argue about it. In addition, successful persuasion always involves addressing counter arguments and refuting them in the course of the speech. Remember, persuasion is extremely difficult. Take small bites. The wisest approach is to choose a topic where some audience movement is possible, focus your speech on the most negotiable values within that topic, and seek to move your audience within that narrowly defined ground.

**Requirements:**

**Written Requirements:** On the day of your presentation you need to submit your typed formal outline including your name, the title of your speech, your purpose statement, the introduction of your speech, the three main points of the body of your speech, and your conclusion. This is worth 10 points.

**Research Requirements:** Your presentation must be based on information obtained from **a *minimum* of 4 current sources (within the last 10 years)**. You must identify each source when you deliver your presentation within the outline of the presentation and on a single-page APA-style bibliography. You can put the author and year in parentheses when citing within the outline. An adequate source citation in a bibliography includes the name of the publication, its author, the date it was published, and the volume, issue, and page numbers. Internet citations should include the name of the web page, the author (or group of authors), the date the page was created and updated, and the specific web address. *Personal interviews do not count as one of your four sources*.

**Visual Requirements:** You must incorporate **at least 5** presentation software (e.g., PowerPoint, Keynote, Prezi) slides that enhance your presentation by adding to the audience's understanding of your argument. Be sure to save your slides in multiple formats. You will lose points for the visual aid requirement if *your* equipment fails and you chose not to bring back-up options.

**Time Requirements:** You have **7 to 8 minutes** to make this presentation. Presentations that exceed or fall short of the 7 to 8-minute interval will be penalized. If a presentation is shorter than 7 minutes or longer than 8 minutes, one point will be deducted for each 30-second interval. Please, time your presentation when you practice to prevent deductions.

***Keep in Mind:***

* Limit your notes to **your instructor's requirements**. Include only KEY WORDS to prompt your thinking on notes. Do not write out whole sections (or the entire presentation) on your notes. If you choose to ignore this advice, expect to be penalized.

**Checklist**

☐ Formal, typed outline

☐ 4+ sources

☐ 5+ presentation software slides

☐ 7 - 8 minute timeframe