Persuasive Speech Guidelines

Speaking Time: 5-7 Minutes

**Visual Aid:** At least one is required for each main point.

Supporting Material: At least **six** (6) sources are required on the works cited page and must be cited verbally during the speech. The citation must include the name of the author, her/his qualification, the title of the source, and the date it was written.

Preparation Outline and Works Cited Page: Preparation Outline and Works Cited page must be submitted to D2L Dropbox by the due date.

Note Cards or Speaking Outline: Up to six 4 X 6 note cards OR a one-page speaking outline should be used during delivery. Do not use your preparation outline when you present. Reading your speech from a full sentence outline will be a significant grade reduction.  **My preference is 4 X 6 notes cards.**

**Attire: Business or Business Casual**

Due dates for the topic proposal, final preparation outline, and self-evaluation are in the course schedule.

1. Students are required to present and video record speeches with a live audience of up to 5 or more adults usually, ages 18 and older. At least one or two adults should watch.  The audience must be shown, at least at the beginning or end of the video. Friends, family, coworkers, or classmates may serve as audience members. Even strangers can serve as an audience! No pets dressed as people. No mannequins or dummies. :-)  **You may have several friends watch through zoom.**

You, the speaker, should be clearly visible from the front in order for the instructor to see facial expressions and gestures. You should be viewable from head to fingertips. You should be standing when you present.

Consider choosing a location to present and record your speech, such as a work setting, church, or civic organization. The MTSU Walker Library has two group study rooms available that are equipped to record presentations. Call 615-904-8526 for more information. Students may create groups of classmates to serve as an audience or invite other students to serve as an audience. Speeches presented in the home will be accepted if the sound and visual quality of the video is acceptable for instructor viewing.

**Upload the speech to YouTube.com and post the link to the Discussion Board on the designated forum.** Be sure the quality of the video is such that the sound and visuals are clear. Poor-quality videos will impact your grade and may require re-submission. If your visuals are too small to be seen you will get point deductions.

2. The general purpose of this speech is to persuade. Persuasion is the process of creating, reinforcing, or changing people’s beliefs or actions. Read Chapters 16 and 17 if you have not done so already.

3. **Topics should be significant and worthwhile for a college audience in an academic class.** Topics should be initially phrased as a question [e.g., Should the US decrease aid to Israel? Should the lottery scholarship requirements be raised? Should the Tennessee state legislature repeal the law prohibiting texting while driving?]. Starting with this kind of question should help guide you through your initial research. Such phrasing will help you think about the issues and how to research. Then, you develop a specific purpose.

4. **For this speech, all students are required to present a Question of Policy speech using Monroe's Motivated sequence format..** Please read the textbook material about this type of speech before choosing a topic. Also follow the 12 steps in the News section of D2L.  There are outlines, speeches, and detailed instructions explaining Monroe's Motivated Sequence.

5. **You will follow the organizational pattern Monroe’s Motivated Sequence for your speech.**

In developing a policy speech seeking immediate actions, the **first step** is to gain attention by making us aware of a serious problem in the introduction.  The **second step** is your first main point.  You must prove, demonstrate, support with research, that a problem exists and there is a need for action. Tell us what harms exist or will be created if we fail to take action. (i.e. how many lives are in danger, how much money is being wasted, how many people are suffering needlessly? etc.) The **third step** is to provide a plan (your second main point) with specific action steps that should be taken. The **fourth step** is to demonstrate the practicality (your third main point) of how this plan will solve the problems.  Visualize a positive future if you follow your plan.  Your **fifth step** in the conclusion is a call to a specific action we can take immediately to be a part of solving this serious problem.  See "Summary of MMS web email students" module 8 under lecture for more detail.

Monroe’s Motivated Sequence (MMS) is tailor-made for policy speeches that seek immediate action because it guides the advocate through a step-by-step logical and psychologically sound process of organizing a persuasive message.  The steps of motivated sequence are as follows:

Attention (Intro), Need-first main point, Satisfaction-second main point,  Visualization-third main point, Action (Conclusion)  See documents in the persuasive modules for details.

6. You should use the **Persuasive Speech Preparation Worksheet** (found in Content, Unit VIII) as you develop your speech. You do not have to submit this document for a grade, but completing this document is the best way to develop and prepare for this speech.

7. **The Topic Proposal should include the topic, specific purpose, and the organizational pattern you plan to use (Monroe’s Motivated Sequence).**  The Topic Proposal should be uploaded to the Dropbox by the due date. Be specific about the stance you are taking on the topic. Your instructor will approve the topic and make suggestions for changes, as needed. Do not move forward with speech preparation until your review instructor feedback.

8. **A typed, full-content, full sentence, Preparation Outline must be uploaded to the Dropbox by the due date**. Your instructor will review the draft and suggest changes, as needed. If the outline does not require changes, your instructor will enter your grade. If changes are suggested by your instructor, you are required to make the changes and submit your Preparation Outline again to the Dropbox by the due date.

9**. A typed Works Cited page in MLA format must be turned in with the outline. You must have at least 6 sources.** SOURCES MUST BE CITED WITHIN THE CONTENT OF THE SPEECH. Sources will be randomly checked for validity. Many websites have unknown credibility. You may not use websites for sources unless you can verify the Authorship, Sponsorship, and Recency (see Chapter 7 for more info). Wikipedia can be used as one source only, as long as the content is not flagged as still in development. Source types include: a) General references - encyclopedia, dictionary, atlas, etc., b) newspapers, c) magazines, d) media news sources ; e) professional journals, f) books, g) credible websites, h) government-authored documents, I) interviews of academics and practitioners in the field. You should use a variety of sources instead of six .com websites. Go to Opposing View Points in the Walker Library to find super topic and a compilation of sources in one location.  See the Persuasive Speech Steps to see how to find Opposing Viewpoints.

9. GUIDELINES FOR NOTES: You may use up to six, 8  4 x 6 or 5 x 8 note cards OR a one-page Speaking Outline of your speech. My preference is 4 x 6 cards. **Points will be deducted if a significant amount of content is read directly from the note cards or Speaking Outline (See Chapter 11 for examples of Speaking Outlines and Preparation Outlines).** You will not be allowed to use your Preparation Outline when you deliver your speech. You are expected to know the content of your speech and present extemporaneously using a conversational quality. That will require that you practice your speech out loud 3-5 times minimum.  Best to do several more.

**Extemporaneous Speech-**A carefully prepared and rehearsed speech that is presented from a brief set of notes (note cards or speaking outline).

**Conversational Quality-**Presenting a speech so it sounds spontaneous no matter how many times it has been rehearsed.

10. Failure to present and submit a speech will result in a zero for the assignment and will result in an "F" for the semester. It is YOUR responsibility to communicate with your instructor if an emergency situation should arise. Lack of preparation is not an emergency situation.

**Students must present informative and persuasive speeches and earn a passing grade for each to pass Comm 2200.**