

SPC 120 - Public Speaking

Persuasive Speech 2 – Proposition of Policy

A persuasive speech is a speech designed to change or reinforce your audience's beliefs, attitudes, and/or actions. For this speech, you are seeking to change or reinforce audience actions. Your speech should address a controversial topic and be designed to persuade your audience on a *question of policy*. A policy is a course of action to be taken by a specific entity to solve or alleviate a problem. Depending on your topic, you will need to spend more, or less, time making a case for the existence, harm and/or significance of the problem before addressing the action you are seeking. In this speech at least part of the action sought can be support of the organization you have selected.

You are expected to advocate in a vigorous and well-informed manner. After all policy speeches have been presented, the class will be polled to determine the organization selected to receive the class's donation.

This assignment will require considerable research and skillful use of the methods of persuasion discussed in class and in the textbook. Audience analysis will be particularly important. Use the results of your audience survey to help you adapt your persuasive message to your specific audience.

Please review the course syllabus for the policy on Originality and plagiarism.

Requirements:

Time: 5 - 7 minutes

Delivery: Extemporaneous. Speaker's notes may be collected.

Survey: Each student will prepare an audience analysis questionnaire to help you identify and adapt to your audience. Refer to chapter 6 in preparing your survey.

Bibliography: *Minimum* of five (5) separate research sources, only one of which may be a specialized dictionary or encyclopedia. Sources should be cited in outline as well as orally in your speech. Use MLA format to cite sources in the outline.

Outline: **Students must turn in a complete preparation outline 48 hours in advance of their speech. Any speaker who does not have a preparation outline posted to turnitin.com 48 hours in advance will be considered unprepared and will not be permitted to speak.** Outline will be considered as part of grading for this assignment.

Remember: A complete-sentence preparation outline is required.
No outline, no speech. No exceptions.