

# MOTIVATIONAL SPEECH USING THE MOTIVATED SEQUENCE PATTERN

TIME: 8-10 minutes – To be video taped

## Objectives:

1. Develop a Motivational speech topic into a motivational presentation.
2. Apply effective research and organizational skills in preparing a speech.
3. Effectively analyze your audience.
4. Create understanding in your audience.
4. Learn and use the Motivated Sequence Pattern to assist you in creating understanding.
5. Practice delivery and presentation skills.
6. Motivate your audience to take action (preferably immediate action) in response to your speech.

**Persuasion** is a complex, fascinating process that permeates our lives. Essentially (or eventually) it involves *change*. The purpose of persuasive speaking is to change or alter people's beliefs, concepts, values, or attitudes toward certain persons, processes, or phenomena. Another directed purpose of persuasive speaking is to motivate people to action. For example, they may already believe in your concept or belief but are not doing anything about it, so the purpose of your speech would be to motivate them to action.

This speech is motivational and persuasive in nature. Your focus will be on a motivational speech of policy. **Always** Consider your audience--every step of the way. Use the Audience Centered Approach to public speaking. All Topics **MUST BE CLEARED WITH RON!** I want to know ASAP what your topic is so that I can help you prepare. The sooner I know what your topic is the sooner I can help you.

## Selecting a Topic:

The selection of a topic is particularly important. In preparing the persuasive speech, you follow essentially the same process as the preparation for an informative speech. Because the general purpose is to convince or move your audience to action, you must select a specific purpose you feel strongly about or you are convinced about – one that you feel passionate about. You cannot convince others if you are passive or apathetic toward a subject or purpose. Furthermore, **you cannot convince others** if you have scant knowledge of or little experience with the topic. Once you select a topic you feel strongly about, you need to conduct an audience survey and an analysis to discover the audience's predisposition (attitude) toward your topic and their knowledge of the topic. Refer to the *Audience Analysis Handout*. There are five general predispositions to a topic that your audience might hold:

1. **Favorable but not aroused to act.**
2. **Apathetic toward the situation.**
3. **Interested but undecided what to do or think about it.**
4. **Interested but hostile to the proposed attitude, belief, or action.**
5. **Hostile to any change from present state of affairs.**

For your Motivational speech, you must select a specific purpose that will require some sort of change on the part of your audience. To convince your audience to get a college degree does not involve change; however, to convince them to make their college education work for them could potentially involve a change in attitude or action. If you do a thorough audience analysis about your specific topic, then you can avoid an embarrassment such as trying to convince your audience not to smoke cigarettes when no one does. Your survey of the audience's attitude toward and knowledge of your topic will be essential in shaping a message that seeks change. Your speech must deal directly with your audience's predisposition toward your topic and must seek a change and action from them.

## Essential Characteristics of Persuasive Speaking:

The essential characteristics of persuasive speaking are the qualities or standards you should strive to achieve in the preparation and presentation of your persuasive speech:

1. Logical and emotional appeals adapted to the audience.
2. Change by degrees.
3. Credibility and sincerity.
4. Ethical arguments and motives.

## Gathering Information:

Hopefully, you will be knowledgeable on the topic already. However, part of your assignment is to find additional sources. You are "required" to have at least 4 sources that you will cite in your speech. You are not a considered a source. An interview (using your interview skills) would be a great source. Or many of the new resources we learned about in the Library would be a great place to find sources. Include your sources in your references. Use complete citations. APA format is encouraged, but MLA is acceptable. Electronic sources are to be cited completely.

**Audience Analysis:**

You will also gather information about your audience based on your topic. You will do this by putting together a questionnaire for each member of your audience. Chapter five in our Text will help in this area. There is a good example in our text of the types of topic specific questions you could ask on your own questionnaire. I would like you to include in your questionnaire some demographic questions along with your topic specific questions. Please refer to the *Audience Analysis Handout* for more information and examples. You will also want to refer to the *Analyzing the Audience* web page on the *Public Speaker's* site.

**Organizing the Information for the Motivated Sequence Pattern (MSP) Speech:**

You will outline the information you know and the information you gather into a Motivated Sequence Pattern preparation outline. Please refer to the *MSP Handouts* prior to our class discussion on the MSP. The MSP outlining format is a detailed preparation outline that we will go over in class to help you prepare and organize your information. **You will also construct a Speaking Outline from your MSP preparation outline.** You will use the same identical format and framework. You will have a "bare bones" version of the preparation outline for the speaking outline. You will use a skeleton of the preparation outline to present your speech.

**Using Visual Aids:**

<p><b>Ten Tips for the use of visual aids:</b></p> <ol style="list-style-type: none"> <li>1. Prepare visual aids in advance.</li> <li>2. Use Dark ink, Broad tip pens, Large lettering.</li> <li>3. Display where <b>ALL</b> can see.</li> <li>4. Don't pass visuals among aud. during speech</li> <li>5. Explain visual aids clearly and concisely.</li> <li>6. Make sure the visual aids are large enough.</li> <li>7. Avoid distracting colors or pastel colors.</li> <li>8. Keep them simple and clear Not cluttered.</li> <li>9. Talk to the audience, not to the visual aid.</li> <li>10. Practice aloud with your visual aid.</li> </ol>	<p><b>You will use a visual aid to assist you in creating understanding in your audience.</b> A visual aid is used to clarify and explain visually. It should not be the focal point of the presentation. Many of you will be using statistical evidence in your MSP speeches, and would benefit from the use of visual aids to help your audience visually understand your statistics and figures. There are many types of visuals to choose from: slides, graphs, charts, pictures (large enough), flip-charts, models, diagrams, PowerPoint, overheads, etc.... <b>DO NOT USE THE CHALKBOARD.</b> More information and tips on using visual aids are available on the <i>Visual Aids Page</i> on <i>The Public Speakers'</i> web site.</p>
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**Evaluation:**

You will evaluate other speakers to help them improve, and to improve your own skills. Evaluation is an important part of this class. It is just as important to be in class when others are presenting as when you are presenting your speech. With all evaluations in this class it will be important to be thorough, concise and detailed, and also include the speaker's Strengths, areas where improvements are needed, and specific suggestions as to exactly how the speaker can improve for the next speech.

You will also do a self evaluation of your motivational speech after viewing your videotape of your speech. This is your final opportunity in this class to write a clear, concise, comprehensive evaluation of your speech –make it count. The self evaluation of your videotaped motivational speech is worth 30 points. It is a final summation of how you will take what you have learned from this class and apply it to your commemorative speech and your future personal and public speaking situations. Be very detailed in your typed responses to the following questions. **You will only receive credit** for a typed or emailed evaluation that is thorough, detailed, descriptive, comprehensive, clear, and concise and includes steps that you will take to improve for future speaking situations (commemorative speech), and what you have learned in this class and how you have improved throughout the semester. Make sure that you include the question number with your response to the question on your typed/emailed evaluation.

1. **Identify and describe in detail at least four areas that you have improved in your informative speech from your other speaking opportunities (you have all improved in many more than four areas – identify at least four).**
2. **Describe how you have improved throughout the semester in this class, and if your improvement has helped you in other areas of life.**
3. **Describe, in detail, the areas you will improve your public speaking, AND EXACTLY HOW YOU WILL IMPROVE -- INCLUDE THE SPECIFIC STEPS YOU WILL TAKE TO IMPROVE your public speaking skills. Include a variety of steps you will take to improve in each area (To just "practice" is not a specific step – exactly how will you practice when faced with a speaking opportunity in the future? What steps will you take to prepare?).**
4. **Finally, I would like to know what you feel was the most valuable or helpful thing(s) and/or skill(s) that you learned from this class that will help you in future speaking situations or other areas of your life.**

I would prefer your evaluations via email and I will offer **5 Extra Points** if you include in your email a detailed response to the following question – **Extra Credit Question Via Email Only: Knowing what you know now what advice would you offer another student that will be taking this same course next semester?**

**Materials to be turned in for the MSP Speech:**

**Audience analysis questionnaires**, Rough preparation outlines due ASAP. **Final draft of the Motivated Sequence Pattern Preparation Outline. Speaking Outline.** If you would like to turn your Preparation, and Speaking outlines in early I am offering the incentive of one extra credit point for each day you turn your outlines in before the due date up to a maximum of 7points with a 3point bonus for 1 week early (you can still turn your final outline in more than a week early). **Peer evaluations** will be done in class and given to the presenter after the presentation. **Video self-evaluations** are due ASAP or no later than the 2<sup>nd</sup> class sessions following your speech. **"Build your speech, and the Grade will come."**