

## **Persuasive Speech Assignment**

**BH Debate & Speech Club, Mrs. Arp**

**TYPE:** PLATFORM SPEECH

**STYLE:** Original speech intended to persuade the audience to do something

**PROMPTS:** Memorized (card outline allowed if necessary for citation), No props or visuals

**Time Requirement:** 5 to 7 minutes

Persuasive speech is part of the Original Oratory category and therefore must be at least 80 to 90% your own words (interpreted no more than 150 quoted words in a 10 minute speech for competition).

Persuasive speeches arouse interest in a topic or problem and then offer a solution or action (why everyone should play baseball, raise a guide dog, go on this mission trip, or recycle, etc.). This is your time to talk about something you care about and persuade others to care about it too.

Speak convincingly about your topic using appropriate gestures and voice expression to show your passion. Use thoughtful pauses, and softer moments, to lead your audience to thoughtful conclusions.

A clear, well organized speech with solid presentation is important for persuasion. You need to appear credible about your topic. Weak presentation will give the audience the impression your ideas are weak as well. Avoid poor grammar, mispronunciation, slang, improperly used terms, poor logic, exaggeration, and rambling content.

Make your topic position clear to your audience from the beginning. Lay out compelling supports. Then make your solution/conclusion clear and desirable. Restate your central thesis several times so that the audience will be sure to understand it. Tie examples and supports back to your conclusion. Deal with any criticisms someone may have about your position to show that you have thought out your position well. Explain why other positions or solutions are inappropriate or will be unsuccessful.

In your supports, relate the problem to the audience's own lives to touch them personally. Offer anecdotes (real life examples) that illustrate the problem/need/idea to help your audience connect with your issue. Humor and poignant stories can create a human bond around the issue. Citing news stories or experts in the field can add credibility to your speech especially if your audience respects your sources. However, don't rely too much on statistics as that will make a dry and unappealing speech. Your personal experience is very important as your speech then becomes a personal testimony.

Always be truthful with your information. Never make up facts or stories to support your conclusion or make the problem seem worse than it is. End your speech with a clear call to action and necessary details, so your audience can follow up afterwards. Give names, addresses, organizations, telephone numbers, and websites for them to gather more information. (Guide Dog Organization to raise your own puppy; HSLDA to support homeschooling, Joe's Sport Store for the best baseball equipment, etc.)

### **You will be evaluated on:**

Logical Organization of Speech (clear thesis, supporting body, conclusion)

Good use of examples/illustrations/anecdotes that bring your issue to life

Clear solution or call to action presented

Proper citation of any sources quoted

Further contact information given

Good SPEAK skills (Spoke Out Clearly; Good Posture/Gestures; Eye Contact, Enthusiasm;

Articulation; Kept on Topic and Time)