Guidelines for Second Major Speech: Persuasive

1. Your time limit is 5-7 minutes.

2. Your General Purpose is to persuade.

3. **Pick a topic that affects you personally.** Having said that, I will add some restrictions and suggestions. As a firm believer in the separation of church and state, I ask that you not choose religion or abortion as a topic for your persuasive speech. I never want to hear another speech on gun control (please). I also strongly suggest that you stay away from those topics that members of your audience have already heard all about (drinking and driving, wearing our seat belts, protecting ourselves against HIV, giving up cigarettes, and so on). Remember, you are not likely to convince us to stop smoking (wear seatbelts, drive sober, etc.) if all the information we have already heard has not convinced us.

   *If after this warning you still feel the need to choose such a topic because of a personal experience of your own, come talk to me about it.*

4. You must tell us somewhere in the introduction to your speech why you picked your topic, what your personal concern is with it, and/or why you chose to talk with us about it.

5. Somewhere in your speech I want you to mention the name of at least one audience member, relating your topic to that person and his/her interests.

6. You must use a **minimum of 4** sources in your research for your speech. Be sure to cite your sources as you speak. You will lose 5 points for each source you don’t cite. For example, if your grade on the speech would have been 85, but I hear only 2 sources cited, your grade will be lowered to 75. In selecting sources for this speech, be guides by the instructions I gave you for your first speech.

7. One of your sources must be a **local interview** with an expert on some aspect of your topic. See me if you are having difficulty thinking of someone to interview.

8. You will once again turn in a formal outline; use the sample outlines in chapter 6 of your textbook, especially those on pp. 137-38 (problem-solution) and 139-140 (Monroe’s Motivated Sequence [with the addition in the introduction of connections to the speaker and the audience]) as your models. You should also look at the transcript of a persuasive speech on pp. 253-56 to get a sense of how a fully-realized persuasive speech flows. (You can find more formal outlines in chapter 6 if you need additional models, although they are for informative speeches.) Be sure to submit you formal outline to **Turnitin** as well as to me.

8. Pay particular attention to rehearsing your delivery style. You must deliver your speech with **conviction** (and maybe even passion)! You cannot persuade us to believe if you do not believe.

P.S. Once again you have 5-7 minutes to get your message across to us--a formidable task! This speech is worth up to 200 points.