

Persuasive Speech

SP 203

Dr. Alison Witte

ASSIGNMENT

Your Persuasive Speech is your opportunity to create an argument in favor of or opposed to online education. An argument is a logical, thesis-driven presentation of facts and opinions designed to lead listeners to accept your point of view. A successful argument accounts for the existing interests and beliefs of your listeners and appeals to those interests and beliefs to encourage listeners to see your point of view and perhaps accept it as similar to or aligned with their own.

Your goal is to persuade listeners of the benefits or drawbacks of online education, using your personal experiences and research from published sources such as books, journal articles, organizational studies, etc., and to encourage or discourage them from participating in online education.

REQUIREMENTS

Length: 5-6 minutes of video

Content: You **MUST** include a specific statement that reveals your position (for or against online education). You **MUST** also use at least 3 sources, properly documented, to support your claims about online education. You **MUST** address positions contrary to yours and explain how evidence shows those positions are flawed or how evidence shows your position to be more accurate or valid.

Organization: Your introduction should clearly state your position and outline the reasons for that position you will present in your speech. Your explanation of your reasons should include evidence from your experience and from research to support what you have to say. Your conclusion should remind listeners of the most important points in your speech and give them at least 1 specific reason to respond to what you've said.

Delivery: Video (YouTube upload) with notes or an outline, or from memory

You may need someone to record you so that your delivery is not interrupted by your equipment.

SUBMISSION GUIDELINES & DETAILS

DUE DATE: Wednesday Feb. 26, 2014 by 11:59pm

Submission Format: .YouTube Video

Submission Locations: You need to submit a link to your video in 2 places:

- 1.) **Moodle Assignment:** In the Speeches Section on Moodle
- 2.) **Moodle Discussion Board:** In the Peer Review Section on Moodle

ASSESSMENT (This speech is worth 75 points toward your final grade for the course.)

	Content	Organization	Delivery
An A Speech 67.5-75 points	<ul style="list-style-type: none"> •Communicates a clear, definitive position about whether listeners should pursue online education •Clearly communicates multiple reasons for the speaker’s position by identifying specific benefits or drawbacks of online education •Supports reasons with evidence from personal experience and at least 3 published sources, focusing on evidence that will be convincing to the audience •Clearly addresses possible contrary opinions with personal experience and research 	<ul style="list-style-type: none"> •Has a clear introduction that reveals the speaker’s position whether listeners should pursue online education and outlines the reasons that will be presented in the speech •Provides multiple, clearly identifiable benefits or drawbacks of online education •Clearly transitions from speaker’s position to addressing alternate positions •Conclusion clearly reviews/communicates why listeners should/should not pursue online education 	<ul style="list-style-type: none"> •Speaker speaks clearly and confidently •Speaker shows awareness of audience by speaking directly to them and focuses on their needs and interests •Clearly identifies ALL source materials •Is interesting to listen to •Has nearly complete absence of vocal fillers (uhh’s and ahh’s) •Is submitted on time with the appropriate file types
A B Speech 60-67 points	<ul style="list-style-type: none"> •Communicates a mostly clear position about whether listeners should pursue online education, but is not entirely definitive or is difficult to understand •Mostly clearly communicates multiple reasons for the speaker’s position by identifying specific benefits or drawbacks of online education, but could use additional details or explanation in a few spots •Supports reasons with evidence from personal experience and at least 3 published sources, focusing on evidence that will be convincing to the audience, but uses unconvincing evidence or insufficient evidence in a few spots •Clearly addresses possible contrary opinions with personal experience and research, but could use additional evidence in a few spots 	<ul style="list-style-type: none"> •Has a mostly clear introduction that reveals the speaker’s position whether listeners should pursue online education and outlines the reasons that will be presented in the speech •Provides multiple, mostly clearly identifiable benefits or drawbacks of online education, but a few benefits or drawbacks are not distinct or the evidence supporting them is difficult to follow •Mostly clearly transitions from speaker’s position to addressing alternate positions, but is difficult to follow in a few spots •Conclusion mostly clearly reviews/communicates why listeners should/should not pursue online education, but leaves them slightly unsure about accepting the speaker’s position 	<ul style="list-style-type: none"> •Speaker speaks clearly and confidently •Speaker shows awareness of audience by speaking directly to them, but occasionally forgets to focus on their needs or interests •Clearly identifies nearly ALL source materials, but has a few minor omissions •Is interesting to listen to, but drags in a few spots •Has a minimal use of vocal fillers (uhh’s and ahh’s) •Is submitted on time with the appropriate file types
A C Speech 52.5-59.5 points	<ul style="list-style-type: none"> •Communicates a position about whether listeners should pursue online education, but is generic or tries to avoid taking a position •Communicates multiple reasons for the speaker’s position by identifying some specific benefits or drawbacks of online education, but could use additional details or explanation in a some spots •Supports reasons with evidence from personal experience and at least 3 published sources, focusing on evidence that will be convincing to the audience, but uses unconvincing evidence or insufficient evidence in some spots •Addresses possible contrary opinions with personal experience and research, but could use additional evidence in some spots or provides no specific evidence to refute a claim 	<ul style="list-style-type: none"> •Has an introduction that reveals the speaker’s position whether listeners should pursue online education and generally outlines the reasons that will be presented in the speech •Provides multiple, identifiable benefits or drawbacks of online education, but some benefits or drawbacks are not distinct or the evidence supporting them is difficult to follow •Transitions from speaker’s position to addressing alternate positions, but is difficult to follow in some spots •Conclusion reviews/communicates why listeners should/should not pursue online education, but leaves them somewhat unsure about accepting the speaker’s position 	<ul style="list-style-type: none"> •Speaker speaks generally clearly and confidently •Speaker shows some awareness of audience by speaking directly to them, but frequently forgets to focus on their needs or interests •Clearly identifies nearly ALL source materials, but has some minor omissions •Is generally interesting to listen to, but drags in several spots •Has noticeable use of vocal fillers (uhh’s and ahh’s) •Is submitted on time with the appropriate file types

	Content	Organization	Delivery
A D Speech 45-52 points	<ul style="list-style-type: none"> •Makes a statement about whether listeners should pursue online education, but avoids taking a position •Communicates multiple reasons for the speaker’s position by identifying a few specific benefits or drawbacks of online education, but could use additional details or explanation in many spots •Supports reasons with evidence from personal experience and at least 2 published sources, focusing on evidence that will be convincing to the audience, but uses unconvincing evidence or insufficient evidence in a many spots •Minimally addresses possible contrary opinions but could use additional evidence in many spots or provides no specific evidence to refute a claim 	<ul style="list-style-type: none"> •Has an introduction that reveals the subject of the speech as online education and minimally outlines the reasons that will be presented in the speech •Provides multiple, identifiable benefits or drawbacks of online education, but many of the benefits or drawbacks are not distinct or the evidence supporting them is difficult to follow •Minimally transitions from speaker’s position to addressing alternate positions, and is difficult to follow in many spots •Conclusion minimally reviews/communicates the speaker’s points about online education, but leaves them unsure about accepting the speaker’s position 	<ul style="list-style-type: none"> •Speaker occasionally speaks clearly and confidently •Speaker shows little awareness of audience by occasionally speaking directly to them, but consistently forgets to focus on their needs or interests •Clearly identifies some source materials, but has major omissions •Is minimally interesting to listen to, but drags throughout most of the speech •Substantial and distracting use of vocal fillers (uhh’s and ahh’s) •Is submitted on time with the appropriate file types
An F Speech Less than 45 points	<ul style="list-style-type: none"> •Makes a statement about online education, but does not focus on whether listeners should pursue online education •Communicates at least 1 reason for the speaker’s position by identifying a few specific benefits or drawbacks of online education, but could use additional details or explanation in throughout •Supports reasons with evidence from personal experience and 1 or fewer published sources, and uses unconvincing evidence or insufficient evidence throughout •Fails to address possible contrary opinions OR provides no specific evidence to refute claims 	<ul style="list-style-type: none"> •Has an introduction that reveals the subject of the speech as online education and minimally outlines the speech •Provides a few benefits or drawbacks of online education, but most of the benefits or drawbacks are not distinct or the evidence supporting them is difficult to follow •Rarely or never transitions from speaker’s position to addressing alternate positions, and is difficult to follow throughout •Conclusion rarely or never reviews/communicates the speaker’s points about online education, and leaves them highly unsure about accepting the speaker’s position 	<ul style="list-style-type: none"> •Speaker rarely speaks clearly and confidently •Speaker shows little or no awareness of audience by rarely speaking directly to them, and consistently focusing on the speaker’s rather than audience’s needs and interests •Fails to identify most or all source materials •Is not interesting to listen to •Substantial and distracting use of vocal fillers (uhh’s and ahh’s) •Is submitted late or not at all OR is submitted with inappropriate file types