

## Module 3: The Influence of Faith in Colonial American Literature

### Assessment: Persuasive Speech

Think about the speeches that you read in this module. What do you think the strengths of those speeches are? Also, think about the forms of rhetoric you studied. How can you use those ideas to write a persuasive speech? How will using ethos and pathos help you? What is your ethos?

For this assessment you will write a *two-minute* persuasive speech. In order to do this, you will have to choose a topic relevant to your life, do some research to find evidence to back your argument, choose a venue and an audience for your speech, and compose a well-written, grammatically correct speech.

**Step 1-** Think about things that are important to you. The issues you think of may be international, national, regional, or local. Here are a few ideas:

- International- Issues that affect the world (examples: environmental, humanitarian-based, the policies of NATO, U.S. foreign affairs policies, nuclear arms)
- National- Issues that affect the nation (examples: hunger, poverty, disease, women's rights, gun control, abortion, capital punishment, electoral college, driving age, drinking age, medical insurance)
- Regional- Issues that affect your state (examples: state policies on education, state transportation issues, taxation, social issues)
- Local- Issues that affect your city, county, or town (examples: putting in a neighborhood dog park, starting a neighborhood watch, starting a neighborhood clean-up or recycling program, curfews, speed limits, local gang activity, taxation)

You may ask for a specific topic, but it is better if you choose something with which you are familiar, in which you truly believe, and for which you can easily find information.

Once you have a few things in mind, make a list of the possibilities. Go through your list, eliminating any topics with which you may be unfamiliar or that do not have a direct impact on your life. Keep in mind that the more you know about a topic and the more it places an impact on you, the easier it will be for you to compose a strong persuasive piece. Once you have narrowed your list some, go on the Internet or to your local library. Begin searching for evidence that backs your opinion. As you begin researching, you will probably find that one of your possible topics lends itself best to this assignment.

**Step 2-** Now that you have chosen a topic, it is time to do some focused research. Make a rough outline or thinking map that shows what your main points of persuasion will be. You will need to find at least *three* sources that demonstrate your opinion. Remember that evidence most commonly comes in the form of well-known facts, statistics, anecdotes, scenarios, and expert opinions. Once you have chosen the information you will include in your speech, annotate your sources using virtual note cards. You **MUST** use factual information from at least *three* sources; turn in a virtual note card for each source; and, when writing the speech, use basic parenthetical citations to properly give credit to the sources of your information. Although this is a speech and you will not be citing sources aloud, it is still important that sources are properly notated within the written speech.

**Step 3-** Before beginning the actual speech, do some pre-writing. You may do whatever works best for you, whether it is free-writing, outlining, or creating a thinking map like bubbling. It is important to get

your thoughts in order and to make sure you have included evidence. As a part of this process, decide who your best audience would be for your topic. Perhaps it would be your peers, teachers, parents, people in your neighborhood, your government representatives, or the general public. Based upon your choice of audience, where would you give the speech: your school, home, local park, government facility, or somewhere else?

**Step 4-** Once you are organized, write your speech! You may start directly in a word-processing program or on paper. At the top of your page, give your speech a name. State who your audience will be and where the speech will be given. Then, using your pre-write, start writing. Imagine you are in front of your audience. Use these questions to help you write your *two-minute* speech:

- How will you convince them of your idea?
- What sort of rhetorical devices can you use?
- How will you gain their attention in the first few seconds?
- Will you use pathos or logos more heavily?
- How would you hold their attention?
- Again, what will hold their attention more -- pathos, logos, or your own unique ethos?
- What is the most important thing for you to say?
- In what order will you place the points of your argument?
- How will you end your speech that will leave a lasting impression on the audience?

Have fun writing this! Let yourself and your imaginary audience be moved by this speech!

**Step 5-** Once your thoughts are all written out in a word-processing document, take a break. Come back in a few hours or a day and make corrections. To edit a speech, you should say it aloud. You may want to read it to someone. Revise your speech by changing any wording that is awkward, unclear, or inappropriate for your audience. Edit by correcting any grammatical or mechanical mistakes. Do not forget to put in parenthetical citations, adding the facts from your sources if you did not include them in your rough draft. Refer to the Developmental Module for guidelines on citing sources.

Finally, record your speech via video or audio. Make sure you refer to the Developmental Module for guidelines on how to create and submit video and audio files.

### **Reflection:**

After you have completed the assignment, think about the following questions, and write your response to them. Submit this to the drop-box when you have completed your reflection.

- What did you learn about the topic you chose that you did not know before you began?
- What did you learn about making a persuasive speech and tailoring it to an audience and a location?
- How is this topic relevant in your life, and do you think that one voice, like yours, can make a difference?
- What did you learn about a persuasive speech from an author you read in this module?

Once you have completed your speech with Works Cited page and reflection, submit all files to the dropbox. If you chose to record your speech, you still must submit the typed copy of your speech and Works Cited page as well as the video or audio file and reflection to the dropbox.

## Persuasive Speech Rubric

	25 Points	20 Points	15 Points	10 Points
<b>Research/ Evidence</b>	<p>Topic is accurately and thoroughly researched. Uses a variety of information sources with significant facts that give a strong persuasive basis for the argument. The argument is well-developed and supported throughout the speech.</p>	<p>Topic is accurately researched. Uses relevant information from multiple sources that give a persuasive basis for the argument. The argument is generally well-developed and supported throughout the speech, with few areas that need stronger evidence.</p>	<p>Shows signs of limited or inaccurate research. Some information has been misinterpreted or is irrelevant to the argument. Argument is limited in development and support, with stronger evidence needed in many areas.</p>	<p>Contains limited and superficial information about the chosen topic. No evidence is provided to develop or support the argument.</p>
<b>Effectiveness</b>	<p>Well-organized and highly persuasive, taking a definite, clear stance on a single topic throughout. Language is appropriate for the identifiable audience. Specific rhetorical devices used effectively to gain and maintain the audience's attention. Leaves a lasting impression with a strong, creative, or assertive ending.</p>	<p>Organized and persuasive, taking a definite, clear stance on a single topic throughout. Language is appropriate for the identifiable audience. At least one rhetorical device is used effectively to gain and maintain the audience's attention. Attempts to leave a lasting impression with a creative or assertive ending.</p>	<p>Somewhat organized and persuasive, with lapses in clarity and focus on a single topic. Language generally appropriate or the audience is not identifiable. At least one rhetorical device used but with limited effectiveness in gaining and maintaining the audience's attention. Limited attempt to leave a lasting impression with a creative or assertive ending.</p>	<p>No evidence of organization, clarity, or focus on a single topic. Language is not persuasive or appropriate, and no audience can be identified. No attempt in using a rhetorical device. Does not capture audience's attention. No attempt at leaving a lasting impression with a creative or assertive ending.</p>
<b>Grammar/ Mechanics /Length</b>	<p>Little to no errors in grammar or mechanics. Speech lasts 2-3 minutes.</p>	<p>Almost no errors in grammar or mechanics, and the errors present are if minimal distraction to the audience.</p>	<p>Contains few errors in grammar or mechanics. Errors tend to be distracting to the audience. Speech</p>	<p>Contains many errors in grammar and mechanics that are highly distracting to the audience. Speech</p>

		Speech lasts 2-3 minutes.	lasts below two minutes.	lasts under two minutes.
<b>Citations/ Works Cited</b>	Sources of information are properly cited with parenthetical citations and a Works Cited page so that the audience can determine the credibility and authority of the information presented.	Most sources of information are properly cited with parenthetical citations and a Works Cited page to make it possible to check on the accuracy of information.	Sometimes copyright guidelines are followed and some information does not use proper citations or is not included on the Works Cited page.	No references, citations, or Works Cited page is included.