# Persuasive Speech Assignment

The speech should be 5-7 minutes persuading the audience to believe, think, or do something different than their current beliefs, thoughts or behaviors. Use of a visual aid is required. Topics should be realistic and interesting. A complete preparation outlines is required, but the speech itself should be delivered extemporaneously from a brief speaking outline.

**Organizing and Outlining the Informative Speech**

All persuasive speeches have an identifiable introduction, body, and conclusion *with at least three verbal citations*.

***Introduction:*** The introduction should compel the audience to listen through the use of an attention-getter, introduce the topic, establish good credibility, and provide a preview. The preview usually includes an overview of the main points.

***Body:*** Most persuasive speeches should contain no more than three main points, organized in a way that helps the audience make sense of the message. Organizational patterns for the claim or argument are essential for effective persuasion. Once the main points and organizational pattern are determined, identify what evidence supports the claim and craft a solid argument.

***Conclusion:*** All persuasive speeches should signal the end of the speech and include a brief summary of the main points. No new information should be given to the audience in the conclusion. An effective conclusion for a persuasive speech leaves the audience thinking about the speaker’s message or challenges the audience with a call to action.

***Outlining the Persuasive Speech:*** A detailed outline is mandatory and should include the following sections: title, statement of specific purpose, central idea, preview statement, introduction, body, (including internal summaries and transitions), conclusion, and references.

***Visual Aids:*** Use of a visual aid is required. Visual aids should be creative and unique with a clear organizational pattern that allows the audience to follow the presentation.