

Survey of Human Communication - LABS  
**Assignment #2 - Persuasive Speech**

Outlines Due: the week of 3/31. Begin: Monday, 4/14/08

A speech of persuasion should be about a controversial issue or at the very least, an issue with 2 points of view.

Your speech will demonstrate “high stakes” communication and should utilize the persuasive speech techniques you’ve acquired over the semester. You will be critically graded on your ability to form an argument, and your ability to utilize persuasive speaking techniques. Your sources count and help to establish your credibility.

In order to complete this assignment successfully you will:

1. Research the chosen topic with **3 or more sources** in addition to your own point of view. Cite them in our outline.
2. Complete a preparation outline by the assigned due date  
**(points will be deducted for late outlines)**
3. Demonstrate knowledge of the qualities of a good/great speech: content, organization and delivery.
4. Prepare your speaking notes
5. **NO POWERPOINT OR ELECTRONIC MEDIA**
6. Present your Speech- 5-7 minutes in length. (Your ability to build a speech of this length is part of the skill required in speech building.)
7. Please bring a MINI DVD +RW to class to record your speech.
8. Review your tape and complete Mini Self Evaluation as part of your final self evaluation due finals week.

Tips for success:

- Collect your supporting data over a longer period of time to add credibility.— familiarity with the subject matter will build your confidence and make your presentation go smoother.
- Be aware of your appearance in establishing credibility.
- Although topics may get dicey on this assignment, please be sure to maintain a high level of respect and professionalism with your audience and try not to deliberately offend each other’s values or beliefs. Be prepared to answer questions from the audience.