Persuasive Speech Approaches to Research:

1. Begin with **your textbook**. Find out what the medium is all about.

Write a summary of this medium – Include significant words that you could search with later:

1. Again in your textbook, look for **artists** who have used it. Do not make the mistake of the girl who gave a speech on her grandmother’s knitting when she was supposed to be talking about the Unicorn Tapestry!!

Artists known for using this medium:

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1. Next use the **reference materials in the library**. Use the index in the last volume to find information on your topic. Look for the history of the medium and artists who have used it. You can photocopy or scan the entries when you find them (ask for help at the tech desk).

*Dictionary of Art* (34 volume encyclopedia – call number Ref. N31 .D5 1996)

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| Terms found in the index | Volume and Page numbers for entry |
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*Encyclopedia of World Art* (17 volume encyclopedia – call number Ref. N31 .E533)

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| Terms found in the index | Volume and Page numbers for entry |
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1. By now, you should have some potential catalog and database search terms. For example, if your topic was aquatint, then you should know it is a printmaking medium and Goya was known for it. Now go to the library databases and try some of these terms. See if you can find a book on the prints of Goya or a general book on printmaking.

Books found in **BearCat** (or WorldCat if you have enough time for ILL):

Articles found in **Art Index**:

Images found in **ArtSTOR**

(help for ArtSTOR can be found at http://potsdam.libguides.com/c.php?g=383578&p=2599542)

1. Collect your materials and begin reading. Remember you are looking for the history of the medium, the techniques or tools, great artists who used it, and the **advantages** of it.
2. Organize your speech using the 7-part pattern in the textbook that was discussed in class. Don’t forget to have an opening, a thesis statement, a preview, three main points, a summary, and a conclusion.
3. Type up a bibliography using the **Turabian citation style**.
4. Illustrate your power point with images from Artstor. You are looking for major works. Remember to discuss the works in your speech. For example, talk about the advantages of the medium or why you think this work is beautiful. Don’t just flip through the images.
5. You may use the internet to find images to illustrate technical points—tools, etc.
6. This is not going to be swift and easy!! It will take time to find the materials. You will need to use your searching and research skills. Do not wait until the weekend before your speech. You may need to consult with a librarian (http://potsdam.libcal.com/appointments/).