

Name: _____

Date: _____

PERSUASION: FINAL PAPER & SPEECH – GUIDELINES - OVERVIEW

Writing Workshop #3

Directions: As a conclusion to our *Writing Workshop #3: Persuasion*, you will write a short persuasive paper and present a mini persuasive speech that is based on that paper. (**Note: THESE ARE NOT TWO SEPARATE THINGS! Your speech is merely presenting the ideas from your paper.) Both your paper and your speech will model basic persuasive structure and include the modes of persuasion. Overall, you will be assessed on the content of your paper and speech as well as the presentation of your persuasive speech.

Your persuasive paper will be written according to the outline below. Your persuasive paper will include an introductory section, a reason and support section, a counterclaims section, and a conclusion section. For each argument of reason, you will provide at least two forms of support (logos, pathos, ethos). Throughout your paper as a whole, you will include at least two forms of each method of persuasion (2 logos, 2 pathos, 2 ethos). This persuasive paper is the formal structure of the content of your speech. Meaning, your paper should include formal writing structures; you should include writing elements such as transitions, paragraph shifts, and complex sentence structures to ensure the fluidity and thoroughness of your written work. Your paper must be typed in size 12, Times New Roman font. **YOU WILL NEED TO PRINT OFF TWO COPIES OF YOUR SPEECH PAPER!**

Your persuasive speech will be presented following the same outline below. Meaning, you are presenting the same key ideas (the same reasons, the same supports, the same counters, etc.) from your persuasive paper. However, unlike the paper, this is not as formally written – meaning, your persuasive speech will not include all of the formal writing structures of your paper; there will be information in your persuasive paper that is not shared in your persuasive speech. Your persuasive speech will only be 3-6 minutes in length. You will use effective public speaking techniques to present your persuasive speech, including eye contact, gestures, and visual aids (if desired).

PRESENTATION:

- ❖ **Volume:** The volume of your speech should be strong, without being overpowering. All audience members within the presentation space (our classroom) should be able to hear you with ease.
- ❖ **Enunciation:** The emphasis throughout your speech should support your arguments and structure. Meaning, you should not be monotone.
- ❖ **Eye Contact:** You should make consistent eye contact with your audience. Your eyes should not only be looking at the audience, but also scanning the audience throughout.
- ❖ **Movement:** You should maintain a strong posture throughout your speech. Walking should contribute to audience engagement, not distract from it. Meaning, you should not be pacing.
- ❖ **Gestures:** You should use hand gestures to support your arguments and structure. Gestures often correspond with enunciation. Hands should not be distracting.
- ❖ **Notes:** You will be allowed to bring up with you a single 3 x 5 index card with writing on one side only. The note card should NOT contain your entire speech. As mastery of content is part of ethos, you are encouraged not to use a notecard.

SPEECH PAPERS WILL BE DUE MONDAY, 12 MARCH 2018!!!

**SPEECHES WILL BE PRESENTED
FROM MONDAY, 12 MARCH 2018 – THURSDAY, 15 MARCH 2018!!!**