

Assignment 3: Persuasive Speech

Five items worth 315 points total:

Assignment Item	Due Date	Points
Topic Selection	Week 6	20
Outline	Week 7	45
Visual Aid	Week 7	35
Speech (7–8 min.)	Week 8	185
Self-Review	Week 8	30
TOTAL		315

By now, you've learned how to develop, research, and organize a speech in addition to gaining confidence as a speaker. For your third assignment, you'll put all of these skills to good use by preparing and delivering a researched, persuasive speech.

Persuasive speaking is challenging because the goal is to create, reinforce, or change people's beliefs or actions. Your success will depend on your ability to adapt your speech to the audience and to support your message with credible resources.

Visual Aid: This assignment also requires the use of a visual aid. A PowerPoint template is provided for you to complete and use during your speech delivery. **NOTE:** You may choose to create your own PowerPoint and not use the provided template.

This assignment requires use of [new Student Writing Standards \(SWS\)](#). The format is different than other Strayer University courses. Please take a moment to review the SWS documentation for details about the use of PowerPoint and citing sources for this assignment. (**Note:** You'll be prompted to enter your Blackboard login credentials to view these standards.)

Instructions: In order to obtain full credit for this assignment, please complete all six (6) steps below. You may want to print this assignment and check off each step as you complete it.

You should use at least two quality resources (as defined by your instructor).

STEP 1: Read Assigned Chapters

- ☐ Ensure you have completed chapter readings for all previous weeks and that you've watched the persuasive speech examples in Week 6. This information will help you successfully complete Assignment 3.
- ☐ Chapter 16: Speaking to Persuade. This chapter provides information on the three types of persuasive speeches and how to organize them.
- ☐ Chapter 17: Methods of Persuasion. This chapter provides strategies for building credibility, using evidence and reasoning, and appealing to emotions.

STEP 2: Select a Topic (due Week 6)

- ☐ Select a type of persuasive speech from one of the three types listed below. *Choose your own topic that is different from the provided examples.*
- ☐ Submit your topic to your instructor **by Week 6 for approval.**

<p align="center">Types of Persuasive Speeches</p> <p align="center">(Choose only one type, then choose your own topic that differs from the examples.)</p>
<p>Persuasive Speeches on Questions of Fact</p> <p>Topic Examples:</p> <ul style="list-style-type: none"> • An earthquake of 9.0 or above will hit California within the next ten years • The plays attributed to William Shakespeare were not actually written by him
<p>Persuasive Speeches on Questions of Value</p> <p>Topic Examples:</p> <ul style="list-style-type: none"> • Capital punishment is morally and legally wrong • Bicycle riding is the ideal form of land transportation
<p>Persuasive Speeches on Questions of Policy</p> <p>Topic Examples:</p> <ul style="list-style-type: none"> • The U.S. Congress should pass legislation curbing the spread of phony pharmaceuticals • Action is required to deal with the problem of childhood obesity • The city should build a rapid bus system instead of a new highway

STEP 3: Create an Outline (due Week 7)

- ☐ Create an outline or speaking notes in Microsoft Word. A sample template is available in the "Assignment 3: Outline" section located in Week 7 of your course.
- ☐ Develop a specific purpose, central idea, and several main points so you'll stay within the 8-minute time limit.
- ☐ Go to the Week 7 "Assignment 3: Outline" section and upload your outline.
- ☐ The outline is worth 45 points and is graded separately.

STEP 4: Create a Visual Aid (due Week 7)

- ☐ Create a visual aid in Microsoft PowerPoint. A sample template is available in the "Assignment 3: Visual Aid" section located in Week 7 of your course.
- ☐ Develop an engaging visual aid that helps support your persuasive speech (**Reminder:** Limit the amount of text on each slide to avoid reading from the screen).
- ☐ Go to the Week 7 "Assignment 3: Visual Aid" section and upload your visual aid.
- ☐ The visual aid is worth 35 points and is graded separately.

STEP 5: Practice, Deliver, Record, and Upload Your Speech (due Week 8)

- ☐ Go to the Week 8 "Assignment 3: Persuasive Speech" section and click the link under "Instructions" to access Speech Assignment Submission Instructions. (**Reminder:** For this assignment, you must use the Kaltura Desktop Recording App to present your speech while showing your visual aid.)
- ☐ Refer to your outline or speaking notes to deliver your speech. Do not read your notes word for word. Practice your delivery a couple times before you record. After you've practiced, make sure you record your speech delivery with a computer, phone, or tablet.
- ☐ Watch your recording. Do you want to submit it, or do you want to record another version?
- ☐ Go to the Week 8 "Assignment 3: Persuasive Speech" section and upload your speech. **For additional help recording and uploading your speech, go to the "Course Tool Help" link in the left-hand navigation bar in Blackboard and review the Speech**

Assignment Submission Guide located under “Kaltura Media and Webcam Recorder Help.”

STEP 6: Complete a Self-Review (due Week 8)

- ☐ Go to the Week 8 “Assignment 3: Self-Review” section.
- ☐ Follow the instructions listed to complete and submit your Self-Review of Assignment 3.
- ☐ The self-review is worth 30 points and is graded separately.

Rubric

Grading for this assignment will be based on the following rubric:

Points: 185	Assignment 3: Persuasive Speech				
Criteria	Unacceptable Below 60% F	Meets Minimum Expectations 60 - 69% D	Fair 70 - 79% C	Proficient 80 - 89% B	Exemplary 90 - 100% A
1. Visual Aid and Use of Strayer Writing Standards Related to PowerPoint Visuals Weight: 10%	None developed or used. Follows few to no writing standards related to the use of PowerPoint visuals.	Generally cluttered, distracting, and/or not used effectively. Follows few writing standards related to the use of PowerPoint visuals.	Somewhat cluttered, distracting, and/or used somewhat effectively. Follows some writing standards related to the use of PowerPoint visuals.	Simple, clear, and generally used effectively. Follows most writing standards related to the use of PowerPoint visuals.	Simple, clear, and used effectively. Follows all writing standards related to the use of PowerPoint visuals.
2. Introduction Weight: 10%	Does not gain attention and interest, and/or does not preview main points.	Insufficiently gains attention and interest or insufficiently previews main points.	Some problems with gaining attention and interest and/or with previewing main points.	Gains attention and interest, generally previews main points.	Gains attention and interest, previews main points.
3. Research and Use of Strayer Writing Standards Weight: 10%	Does not cite any credible sources, and/or insufficiently supports main points. Follows few to no writing standards related to citing sources.	Cites only one credible source, insufficiently supports at least one main point. Follows few writing standards related to citing sources.	Cites at least two credible sources but lacks support for at least one main point. Follows some writing standards related to citing sources.	Cites at least two credible sources that generally support main points. Follows most writing standards related to citing sources.	Cites at least two credible sources that support main points. Follows all writing standards related to citing sources.

4. Methods of Persuasion Weight: 10%	No methods used.	One method used ineffectively.	One method used somewhat effectively multiple times.	One or more methods used effectively multiple times.	One or more methods used effectively throughout.
5. Conclusion Weight: 10%	Does not reinforce central idea, and/or does not use strong closing.	Insufficiently reinforces central idea or uses weak closing.	Some problems with reinforcing central idea and/or with using strong closing.	Reinforces central idea, uses generally strong closing.	Reinforces central idea, uses strong closing.
6. Speech Organization Weight: 10%	Limited or no organization, and/or limited or no logical structure.	Insufficiently organized or insufficiently structured.	Some problems with organization and/or with logical structure.	Well organized, generally logical structure.	Well organized, logical structure.
7. Time Requirement Weight: 10%	7–8 minutes +/- 75 seconds	7–8 minutes +/- 60 seconds	7–8 minutes +/- 45 seconds	7–8 minutes +/- 30 seconds	7–8 minutes +/- 15 seconds
8. Delivery Weight: 10%	Very little/no eye contact, no expressive voice, unnatural gestures.	Insufficient eye contact, limited expressive voice, and/or unnatural gestures.	Average eye contact, some expressive voice, minimally distracting gestures.	Good eye contact, generally expressive voice, and natural gestures.	Strong eye contact, expressive voice, and natural gestures.
9. Technology Use [online], Speech Clarity, and Visual Clarity Weight: 10%	Limited or no audio, video, and/or other technology.	Problems with clarity and consistency throughout.	Some problems with clarity and consistency.	Generally clear and consistent.	Clear and consistent throughout.
10. Overall Effectiveness Weight: 10%	Doesn't connect with audience or achieve purpose.	Limited connection with audience, doesn't fully achieve purpose.	Connects somewhat with audience, partially achieves purpose.	Generally connects with audience and achieves purpose.	Connects well with audience and achieves purpose.