PERSUASIVE SPEECH ASSIGNMENT        Ch. 12

Length: 5-6 minutes PLUS a question and answer period
Minimum amount of credible sources: 10. CITE SOURCES PROPERLY THROUGHOUT THE SPEECH.
Full sentence or phrase outline (typed) handed in on the day of your presentation (hard copy in class)
Extemporaneous delivery (minimal reliance on notes, not manuscripts; avoid memorization)
Optional: Visual aids (if you benefit from them make sure they are simple and professional)

You need to do research on ALL SIDES TO THE SPECIFIC ISSUE TO BE ABLE TO DEAL WITH COUNTERARGUMENTS AND BUILD SOLID REBUTTALS AND TO BE ABLE TO DEFEND YOUR PROPOSITION FURTHER IN THE QUESTION AND ANSWER PERIOD AT THE END OF YOUR SPEECH.

Points: Speech: 60       Outline: 10 (due on the day of your speech in class)

YOUR TOPIC WILL FALL INTO ONE OF THE FOLLOWING CATEGORIES

A. Proposition of FACT
The speaker tries to establish a development, an event, a crisis, etc., which is controversial as to why it happened as a fact, taking one specific side in the controversy.

Examples:
The mass media influence election campaigns in crucial ways.
Violence in children’s programs on television has direct effects on children’s development.
Pesticides and growth hormones are harmful to the human body.
Tanning, including the use of tanning beds, causes skin cancer.

Appropriate patterns of organization:
1. Cause and effect
e.g. No child left behind policies in schools affect teachers and student performance in critical ways
    Each main point in the body of the speech would link a specific way (CAUSE) by which approaches to teaching and student performance are impacted (EFFECT).
    Such causes could be:
    Teaching to the test
    Closing of arts and music programs that are deemed unimportant
    Students being unable to think critically and creatively

    Each of these CAUSES would constitute a main point in your speech. You have to PROVIDE EVIDENCE that these cause-and-effect relationships exist AND WARRANTS (experts’ opinion that reinforces your stance). Further prepare REBUTTALS based on anticipated counterarguments.
2. **Climactic or anticlimactic pattern of organization**
   Climactic pattern: The weaker arguments are presented first, the strongest one last
   Anti-climactic pattern: The strongest argument is presented first, the weakest one last.
   e.g. Children who do not receive proper vaccines are a serious public health concern
       Each main point in the body would constitute evidence that this is the case.
       Such evidence could include:
       - The paranoia a study that linked childhood vaccines and autism created the panic
       - The refusal by parents who bought into the hype has led to measles outbreaks
       - The danger is aggravated in schools and on college campuses

   You would rank order these arguments and provide EVIDENCE for these claims along with WARRANTS (reference to authorities’ opinions that agree with your position). Also prepare REBUTTALS based on anticipated counterarguments.

B. **Proposition of VALUE**
The speaker argues in favor of a value judgment of a controversial issue.

Examples:
- Capital punishment is morally and legally wrong.
- The right to die with dignity should be a basic human right.
- Celebrity photographers have gone too far invading celebrities’ privacy.
- Political campaigns focus too much on images rather than issues.
- Mandatory drug testing of athletes is a fair policy.

**Appropriate patterns of organization: Climactic or anti-climactic**
E.g. The drinking age should be lowered to 18.
   - Evidence: (Anti-climactic)
     - The current drinking age makes alcohol consumption tempting.
     - Zero-tolerance policies on college campuses have unfair repercussion.
     - Countries that have a lower drinking age show markedly fewer cases of binge drinking.
   - People have the right to vote and join the military at age 18, which is inconsistent with the drinking age.
In each argument you have to provide EVIDENCE and WARRANTS (expert opinion). Deal with counterarguments—prepare careful REBUTTALS

C. **Proposition of POLICY**
The speaker identifies a problem and offers a solution. A proposition of policy incorporates as proposition of fact and a proposition of value, but goes a step further to show how the situation can be changed.
Examples:
Stricter control should be placed on genetic research (cloning.)
Testing on animals should be outlawed.
Mandatory prison terms (3-strike laws) are too harsh and should be revised.
The electoral college system is outdated and needs to be reformed.

**Appropriate patterns of organization:**

1. **Problem-solution** (aims at influencing the audience’s beliefs, attitudes and values first and foremost)  
   E.g. The local illiteracy program is in need of more volunteers and should be supported by students.
   
The problem step would attempt to convince the audience that the programs are deficient.
   
The speakers presents the consequences of growing illiteracy (for the community and the nation.)
   
The solution step would address reformed programs that need to be implemented to prevent this problem and convince the audience that improvements are feasible and desirable.  
   EVIDENCE needs to be presented to support the claims along with WARRANTS (expert opinion). REBUTTALS need to be included to address counterarguments and refute them.
   
   Again, evidence needs to be provided to show that the solution is feasible and desirable.

2. **Monroe’s Motivated Sequence (Speech of Action—aims at influencing people’s behavior first and foremost.)**
   
The speech comprises:
   
   PROBLEM step (e.g. Veterans are neglected—evidence: the long waiting period for treatment in Veterans hospitals; the poor conditions and lack of proper equipment in the hospitals; the insufficient treatment of PTSD and resulting increase in divorces, domestic violence, suicides, homelessness)
   
   SOLUTION step (more federal funding needs to be allocated—provide specific figures and how the money can be generated; convince the audience that despite the fact that the problem is complex, a multi-pronged solution/intervention can be implemented; illustrate how progress has been made in some states or specific hospitals)
   
   VISUALIZATION step (it means picturing future outcomes: what will happen if nothing is done about the problem AND what will happen if the solution is implemented—present evidence for how problem will get worse if ignored as well as evidence of positive changes if veterans’ health, mental health and poverty are taken seriously.
   
   ACTION step (the speaker requests a small commitment from the audience as a first step toward the solution. (E.g. Support Wounded Warriors—explain what the organization does, convince the audience that it does have a history of successful positive interventions—give evidence—and add a donation site link or advertise specific events an organization holds, specific fundraisers, etc.)
More sample topics

Agencies that help missing and exploited children need more extensive funding

Convincing the audience that the North Dakota Pipeline constructions needs to be stopped (proposition of value)

Convincing the audience that strict laws protecting children from marijuana use are needed in the states that have legalized it (Policy proposition)

Access to mental health services needs to be improved (Policy proposition)

Mass media continue to stigmatize people with mental illness (Proposition of fact)

The outsourcing of jobs significantly contributes to unemployment, inflation and poverty (proposition of value)

The Flint, Michigan scandal of the water poisoned by lead that was covered up needs to be thoroughly investigated and those responsible brought to justice (policy)

The Zika virus poses grave dangers (fact)
More public awareness needs to be raised on the dangers of mixing medications, OTC (over the counter drugs) and supplements (Proposition of value)

The heroin addiction crisis needs to receive more attention and new interventions need to be implemented (policy)

Public education (higher ed) needs to be funded much more extensively (value)

Promoting a specific organization on campus (urging audience to join—proposition of policy)

Third party candidates strengthen democracy in presidential elections in the US

The US should not impose restrictions on asylum for refugees (value)

Support NFL concussion litigation and class action suits in schools and colleges (Policy-speech of action)

Airlines must upgrade the technology that tracks the flight to make it possible to find missing planes quickly (Policy proposition)

A soda tax, also known as soft drink tax, should be imposed in all states (Value)

Distracted driving laws need to be passed in all states and enforced more rigorously (Value proposition)
Companies should be mandated to label foods that contain GMO’s (Value)

Support local organic farms (Policy proposition)

Support a petition to ban the killing of dolphins in Taiji, Japan (Value)

To convince the audience that the risks involved in fracking (shale gas drilling) has been exaggerated (Proposition of fact)

The AMBER alter system needs to be improved by all states switching to the satellites to avoid communication breakdowns (Policy)

Support disaster relief organizations that have plans in place to save companion animals (Policy—speech of action)

Support the creation of off-leash areas/parks for dogs in urban areas (Policy—action)

Become a mentor for your local Big Brothers/Big Sisters organization

The two-party system is a thing of the past in the US (Proposition of fact)

Third-party candidates strengthen democracy in the US (Proposition of fact)

Term limits should be imposed on Congressional representatives (Policy)

Concealed gun permits reduce crime (Proposition of fact)

Gambling should be legalized in all states (Policy)

Vitamin pills and mineral supplements are not essential when a wholesome diet is followed and when illnesses or specific health crises are not present (Fact)

Removing arts and music programs from curricula have negative effects on individuals’ development (Proposition of fact)

The right to die with dignity should be a basic human right and thus assisted suicide should be legalized (Value)

All states should have child support laws that mandate that divorced parents pay for their child’s higher education (Value)

Following California’s lead, Three Strike Laws should be redressed in all states that have them (Policy)
Childhood vaccines are necessary and the refusal on the part of parents to have their children vaccinated has drastic health consequences (value)

Fluoride in tap water has harmful effects on health (fact)
Prison reform needs to include restorative justice and rehabilitation of offenders (policy)

Promoting hybrid cars, solar energy sources (policy)
Advocating government and/or business transparency to curb corruption (policy)
Promoting stricter punishments for corrupt legislators or CEO’s (value)

Convincing the audience to support Trap-Neuter-Release Programs (TNR) to address the problem of feral cats humanely (policy)

Convincing the audience to support public libraries (value or policy)
Expose the harm of electronic cigarettes (fact)

GENERAL FORMAT FOR THE PERSUASIVE SPEECH

INTRODUCTION

Attention step (Gaining favorable attention, hiding the topic)
General purpose statement (brief description of the controversy or problem)
Relating topic to audience
Stating your qualifications
Previewing the content
Transition to first main point (signpost)

BODY

The amount of main points and the arrangement of the arguments depends on the type of proposition you are developing and on the specific organizational pattern you will choose
Develop each main point in the following dimensions:

- sound rational arguments (LOGOS: evidence to support claims; warrants—appeals to expert opinion that reinforces your own, AND dealing with counterarguments by developing sound rebuttals). SOURCE CITATIONS are required)
  Avoid fallacies of argumentation (fallacies of evidence and fallacies of reason)

- emotional appeals (PATHOS: such as evoking compassion, hope, promising rewards, evoking fear, guilt, a sense of urgency; basic human needs—Maslow’s
need hierarchy: physiological needs, need for safety, need for love and belonging/social needs, need for self-esteem, need for self-actualization) Integrate whatever applies

- appeals to your credibility  (ETHOS: Competency, Character, Charisma (the 3 C’s)

  show competency through researching different perspectives on the issue and using up-to-date credible sources
  character—ethical representation of the issue/showing respect
  charisma (animated, dynamic delivery, expressing true concern or enthusiasm, building common ground/co-orientation with the audience)

Integrate clear TRANSITIONS between the main points (signposts (“My next point is…” “Another serious consequence is…”); and/or review transitions—e.g. “Now that I have hopefully convinced you that the problem is urgent, let me examine existing solutions and motivate you to take action.”)

CONCLUSION
Summary of content/main arguments
Specific purpose statement/Relating topic to the audience
Stressing appeals
Closing statement

**Question and answer period (be prepared to build more rebuttals based on counterarguments from the audience and to clarify or expand on points you covered)**