

# Persuasive Speech Assignment

## Persuasive Speech Assignment

Your assignment is to craft and deliver a short (3-5 minutes) speech. Your goal is to persuade your classmates to join you in working to address a contemporary instance of social injustice. Later in this unit you will have an opportunity to develop with your group a Service Learning experience that addresses the injustice each group chooses.

The social injustice you choose to focus on may be:

- of local, state, national, or global origin,
- an isolated incident or part of a larger pattern.

The speech you compose should reflect your knowledge of the rhetorical strategies of effective persuasion:

- *ethos*
- *logos*
- *pathos*

as well as devices characteristic of good writing in general and speech-writing in particular, including but not limited to:

- repetition
- parallel structure
- active verbs

You must cite three credible outside sources during the text of your speech. Documentation should appear parenthetically in-text and on a final Works Cited page; required style is MLA.

### Suggested Outline for Persuasive Speech

- Introduction: Greet and directly address your audience. Arouse their curiosity and attention with an anecdote, story, startling statistic or fact. Clearly state your theme. Give them a reason to listen.
- Body: Help your audience to visualize the social injustice you're discussing. Include your outside source references here. Reinforce your theme.
- Call to Action: Conclude your speech by inviting your audience to join you in addressing this injustice. Consider circling back to some element of your introduction. Recapture your main idea.

You will turn in a rough draft and a polished final draft. You will have the opportunity to receive and give peer feedback at the rough draft stage.

**Assessment:** See the **Persuasive Speech Rubric**.

