**CAS100A**

Motivational Speech - Assignment Sheet

Date Due: November 30, December 2, 4, 7, and 9 if necessary

What to Expect:

* During this final speech, you will speak to motivate your classmates to take some form of direct, personal action to assist in solving your social issue or problem discussed in your problem/policy speeches. Your goal should be to motivate your audience to take personal action to help solve the problem and/or to help pass the policy you presented in your second speech.
* The action that you suggest should be feasible for your classmates to accomplish and should actually aid in solving the problem. Your main goals for this speech are:
  + To intensify your classmates’ concern for the problem by making it especially relevant to them.
  + To remove obstacles that would hinder your classmates from completing your proposed action.
* If your call to action is reasonable, manageable, and passionately presented, your audience should be left with a desire to help alleviate the problem, and hopefully, they will be encouraged to act. In terms of organization, the speech MUST follow Monroe’s Motivated Sequence

Grading:

* This assignment is worth **20% of your final course grade (200 points)**
* I expect your speeches to be well-researched, well-organized, well-rehearsed, and properly formatted according to assignment guidelines
  + Below are some brief grade guidelines
  + **“A” speeches** are those that go above and beyond these tasks – demonstrating clear success and understanding of the assignment
  + **“B” speeches** are those that accomplish these tasks with good success, with some errors and room for improvement
  + **“C” speeches** are average – with research holes, poor organization, and a demonstrated lack of rehearsal
  + **“D” speeches** are below average – with significant errors, lack of organization and research, and a clear lack of rehearsal
  + **“F” speeches** are those that do not abide by the requirements, demonstrate little to no rehearsal, and do not show evidence of proper research, organization, and/or formatting
* *I grade speeches rigorously. I expect you to treat each speech assignment as you would a midterm paper in another research class. I will grade your speeches with the aim of helping you improve, and you should note that I am always open to discussing any grade concerns that you have, according to the policies listed in the syllabus.*

Speech Requirements:

* Time limit: 4-6 minutes (see time requirements and penalties on grading rubric)
* Visual aid: Use of a visual aid is optional for this speech. If you choose to use a visual aid, electronic aids must be uploaded to the *Visual Aid Drop Box* on ANGEL.
* Sources: Sources are optional for this speech. If using sources, you should focus on integrating them to motivate your audience with passion.
* Delivery: For this final speech, **you will not be allowed to use the podium or notecards/outline of any kind** for your entire speech. If you have a visual aid, you may stand behind the stationary podium while operating the aid, but must move out and away from the podium at times when your visual aid is not in use.
* Required Materials (bring to class on the day you speak):
  + - Full-sentence speech outline
    - Outline uploaded to ANGEL dropbox
    - If used, Visual Aid uploaded to ANGEL dropbox
    - Bibliography (if necessary)

Deadlines/Feedback:

* Instructor Outline Review: I am more than happy to provide you with help/feedback on your outline in advance of your speaking date. I am very willing to address any specific questions you may have via e-mail as well, as most of the preparation days for the speech fall on Thanksgiving break.

Advice on Outlines

* Plan to start your problem speech outline as early as you can. Trying to write your outline the day or two before you are assigned to speak will be a miserable experience. If you can start early and give yourself at least a couple of days to practice your delivery with the completed outline/note cards, you will be more successful on your speech and you will learn more from the experience.
* Please note that your outline is incredibly important in how your grade is determined. The outline is where you demonstrate your research for this assignment. Your outline is where I will turn to look for the content of your speech after my initial evaluation of your speech in class. A poorly constructed outline can thus have great impacts on your grade. **Treat your speech outline like you would a research paper.**

THE MOTIVATED SEQUENCE

Five Step Plan for Organizing a Persuasive Speech (A.H. Monroe: “Principles of Speech”)

**INTRODUCTION:**

1. Attention Step
   1. Purpose: To overcome listener apathy and direct attention to the subject by exciting listener interest, gaining respect, and achieving goodwill.
   2. Techniques: The manner or style by which you introduce a persuasive speech determines the way in which the audience responds, so show some ingenuity and creativity by using startling statements, questions, illustrations, anecdotes, background material, or reference to the subject and occasion

**BODY:**

1. Need Step
   1. Purpose: To describe the problem so that the listeners feel personally concerned about the situation.
   2. Techniques:
      1. Statement of Need – Point out what is wrong, how bad it is, and its threat to the continuance of present good conditions.
      2. Illustration – Tell one or more incidents to illustrate the need.
      3. Ramifications – Employ as many additional facts, examples, and quotations as are required to make the need convincing and impressive.
      4. Relevance – Show its importance to the individuals in your audience.
2. Satisfaction Step
   1. Purpose: To present the solution so that listeners will feel that your proposal is sound and sensible.
   2. Techniques:
      1. Briefly state the belief or action you propose.
      2. Explain your proposal very clearly.
      3. Show logically how your proposal will meet the need for it.
      4. Cite examples from experience to show the soundness of your proposal.
3. Visualization Step
   1. Purpose: To intensify desire by projecting the listeners into the future so that they can visualize the results of adopting your proposal.
   2. Techniques:
      1. Positive Method – Describe conditions as they will be in the future if the solution you propose is carried out.
      2. Negative Method – Describe conditions as they will be in the future if the solution you propose is not carried out.
      3. Method of Contrast – (a combination of two methods) Anticipate the arguments your audience might have to refute your position, and demonstrate how these arguments are not valid to your specific approach.

**CONCLUSION:**

1. Action Step
   1. Purpose: To briefly clinch the points with a specific appeal for response.
   2. Techniques:
      1. Challenge or Appeal – Specific appeal to take a course of action, or to feel or believe in some specific way.
      2. Summary – Brief summary of main points together with a suggestion of the belief or action you want adopted.
      3. Quotation – Convincing statement by an authority suggesting response you seek.
      4. Illustration – Incident which suggests the response you seek.
      5. Personal Intention – Statement of your intention to follow your recommendation.