**CAS 100A**

Problem/Policy Speech Assignment Sheet

What to Expect:

* During your second speech you will speak for **6-8 minutes** to both inform us about your problem/social issue through an explanation of the scope and connection of the problem to yourself and the audience, as well as to present, explain, and argue for the adoption of a specific policy to resolve this problem. For example, this policy can be a new law, regulation, or community practice to be implemented by some collective agent of social change (the student body, the university, the local community, the state, the federal government, the UN, etc.)
* When discussing your problem, you should aim to accomplish the following tasks:
  + To raise awareness in your audience about the problem
  + To inform your audience of the severity, scope, and urgency of the problem
  + To arouse concern in your audience about the problem
* If these goals are fully realized, your audience should want to know how the problem could be solved. They should be left with a sense of concern and a lack of fulfillment. This will naturally lead into your discussion of your policy in which you will propose a plan that would alleviate the problem just introduced.
* You do not have to create a policy of your own. In fact, it is recommended that you argue for a policy that has been proposed (but not yet passed) by an individual or a group, or one that has been adopted in another community. If the policy is already implemented or passed, it is not a possible topic for this speech. Quoting reliable sources and experts will improve your own credibility.
* Your main goals for this portion of the speech are:
  + To **convince** your audience that the proposed policy is sound or best.
  + To **demonstrate** that your solution is feasible and that it will work.
* Your audience is probably not the students immediately in front of you. Save persuading them to go do something for the motivational speech. The policy you propose should be aimed at an outside body of people. Addressing the immediate audience should help raise awareness of the issue leading up to the motivational speech.
* If these goals are reached, the psychological response of your audience will be both agreement with your proposal and an assurance that the plan is realistic and will produce results. Understand that your proposal might not be able to *eliminate* the problem entirely, but it should show evidence that it could *reduce* or *ameliorate* it.

Grading:

* This assignment is worth **20% of your final course grade (200 points)**
* For a fuller break-down of points for this assignment please look to the grading rubric, posted on ANGEL.
* 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 should be able to see how you have improved from your “This I Believe” speech. 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 Organization:

* Remind the audience of the *need* by reviewing the problem.
* Follow this with a clear explanation of the *plan*. Explain your policy and how it works.
* Finally, address the *practicality and advantages*. Show how your policy is feasible, how it could be implemented, enforced, or funded.

Speech Requirements:

* Time limit: 6-8 minutes (see time requirements and penalties on grading rubric)
* Sources: A **minimum of 6** different CREDIBLE cited sources that you must verbally cite during your speech; at least 3 of your sources should be something other than a website (i.e. a journal, book, newspaper/magazine article).
* Visual Aid: (REQUIRED) Speech must effectively implement a well-designed visual aid. If you choose to use an electronic visual aid, you must **upload it to the Visual Aid Drop Box on CANVAS**.
* Required Materials (bring to class on the day you speak):
  + - Full sentence outline and visual aid uploaded to their respective dropboxes on ANGEL before coming to class.
    - Full sentence speech outline (**properly formatted**)
    - Bibliography (**properly formatted**)
    - Your speaking notes/note cards (turned in after you give your speech)
* Speech should include an attention-getting introduction, a clear and focused conclusion, identifiable and well-organized main points, smooth transitions between these points, and it should be delivered in an engaging and extemporaneous style.

Feedback Opportunities:

* Instructor Outline Review: I am more than happy to provide you with help/feedback on your outline in advance of your speaking date. If you need assistance or want to have me review your outline, please stop by my office hours or set up an appointment to meet. If you would like me to review your outline, you **must submit an electronic version of it to me no later than 24 hours before you speaking date.** I will then look over it and give it back to you with feedback no later than the class session prior to your speaking date.

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.**

Sample Outline Format:

1. Introduction
   1. Attention getter
   2. Orient topic to the audience
   3. Establish credibility
   4. Thesis
   5. Preview of main body points

[TRANSITION]

1. Need
   1. Establish what the problem is and why there is a need for change.
   2. Explain the scope of the problem.
   3. Include why audience members should care even if they are not directly affected at this time or are unaware of the issue.
   4. Helping the audience relate with why they should connect with your cause is crucial to successfully arguing for their participation or agreement.

[TRANSITION]

1. Plan
   1. How are you going to raise awareness and change the law?
      1. Administered? (*i.e.* *grass roots, petition, etc.)*
      2. Funded?
   2. What will the law say/how will it work if passed?
      1. Administered?
      2. Funded- after the law is passed?
      3. Implemented?
      4. Enforced?

[TRANSITION]

1. Practicality/Advantages
   1. Is your plan workable?
      1. How realistic is it that you will be able to get funding, volunteers, and eventually votes?
      2. Include how you will motivate those that don’t currently care, are unaware, or are against the plan due to previous perceptions or beliefs.
   2. Do the advantages outweigh the disadvantages if you are able to make this change?
      1. What are the main counter-arguments that undermine support for your change?
         * 1. Show how those concerns are either unfounded or addressed by your plan. Make sure to support your argument here with facts/sources.
           2. NOTE: The most effective way to reach a potentially hostile audience is to show them that you are aware of their concerns, while you help them understand additional information that leads you to a different conclusion. At least they will come closer to your position if not join your cause when they understand your reasoning.
2. How do the advantages of your plan outweigh the disadvantages/counter arguments?

[TRANSITION]

1. Conclusion
   * 1. Signal end
     2. Review main points
     3. Reinforce thesis
     4. Artistic last line