

COM201: ASSIGNMENT 3

Persuasive Speech

Assignment 3.1	Due Date	Points
Outline	Week 6	80
Assignment 3.2	Due Date	Points
Speech (3-4 min.)	Week 7	170
Self-Review	Week 7	30

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.

Reference Chapters

- View the [Sample Persuasive Speeches](#) located in Week 6 of your course.
- 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.

Strayer Writing Standards

- You are required to use at least two quality resources for this assignment. Follow the [Strayer Writing Standards \(SWS\)](#) for citing each source. The format is different than other Strayer University courses. Please take a moment to review the SWS documentation.
- Per SWS and APA guidelines, your outline must incorporate in text and reference page citations.

Earn the Persuasion Microcredential

- Complete this assignment and the course with a 70% or higher to earn the Persuasion Microcredential. Access Course Info/Strayer University Credentials in the left menu for more information.

Technical Difficulties

- For technical difficulties reach out to me via:
 - email brazil@strayer
 - Blackboard Chat Line (when available)

See next page for instructions

Assignment 3.1

Persuasive Speech Outline

Due Week 6: 80 points

- 1) Select either Topic A or Topic B for your persuasive speech.
 - **Topic A: Should Children Under the Age of 10 Own Cell Phones?**
Deliver a speech on question of value.
 - **Topic B: Should Self-Driving Cars Be Legal?**
Deliver a speech on question of policy.
- 2) Create an outline or speaking notes in Microsoft Word.
 - Download the Microsoft Word template in the “Assignment 3.1” section located in Week 6 of your course.
 - Develop a specific purpose, central idea, and several main points so you'll stay within the 4-minute time limit.
 - You must use at least two quality resources.
- 3) Submit the completed Microsoft Word template in Blackboard (this is separate from your speech/self-review).
- 4) For this assignment, you will not compose an essay or speech. You are only required to submit an outline.

Assignment 3.2

Persuasive Speech and Self-Review

Due Week 7: 200 points

- 1) **Part 1:** Record or upload your speech.
 - Refer to your outline or speaking notes to deliver your speech. Do not read your notes word for word.
 - Follow the technical instructions for recording your video in the “Assignment 3.2” section located in Week 7 of your course.
 - Remember to watch your recording. Do you want to submit it, or do you want to record another version?
- 2) **Part 2:** Complete the self-review questions.
 - After you have recorded your speech, address the self-review questions in the “Assignment 3.2” section located in Week 7 of your course. This reflection helps you step back and take a second look at your work, with an eye on improvement and highlighting your achievements!
- 3) Submit your speech and self-review in Blackboard.

See next pages for grading

*Grading for this assignment will be based on the following criteria and evaluation standards:

POINTS: 80		ASSIGNMENT 3.1: PERSUASIVE SPEECH OUTLINE			
Criteria	Exemplary 100% - A	Proficient 85% - B	Fair 75% - C	Meets Minimum Expectations 65% - D	Unacceptable 0% - F
1. Completed outline submitted to Blackboard. Weight: 40%	Submitted a complete, well-developed outline.	Submitted a complete outline but some areas needed more information or development.	Submitted an outline but it was partially developed and / or was missing some information.	Submitted an outline but it was insufficiently developed and / or missing large amounts of information.	Did not submit a persuasive outline to Blackboard or the outline is off topic.
2. Outline provides solid flow for speech and incorporates at least 2 credible sources. Weight: 40%	Submitted outline provided excellent sense of flow without any noticeable errors for speech and correctly incorporates at least 2 credible sources.	Submitted outline provided strong sense of flow with only minor errors for speech and correctly incorporates at least 2 credible sources.	Submitted outline provided partial sense of flow for speech and correctly incorporates at least 1 credible sources.	Submitted outline may provide a sense of flow for speech, but it does not correctly incorporate at least 2 credible sources.	Did not submit a persuasive outline, the outline is off topic, or outline structure provided no sense of flow for speech.
3. Outline checked for spelling / grammar issues. Weight 20%	Outline was clean, clear, and easy to read throughout the entire submission.	Outline had no major spelling / grammar issues but minor issues throughout the submission.	Outline had major spelling / grammar issues in 25% and minor issues throughout the submission.	Outline had major spelling / grammar issues in 50% of the submission.	Did not submit a persuasive outline, the outline is off topic, or outline had major issues that impacted readability.

Criteria	Exemplary 100% - A	Proficient 85% - B	Fair 75% - C	Meets Minimum Expectations 65% - D	Unacceptable 0% - F
1. Introduction Weight: 10%	Gains attention and interest, previews main points	Gains attention and interest, generally previews main points	Some problems with gaining attention and interest and/or with previewing main points	Insufficiently gains attention and interest or insufficiently previews main points	Does not gain attention and interest, and/or does not preview main points
2. Research Weight: 10%	Cites at least two credible sources that support main points	Cites at least two credible sources that generally support main points	Cites at least two credible sources, but lacks support for at least one main point	Cites only one credible source, insufficiently supports at least one main point	Does not cite any credible sources, and/or insufficiently supports main points
3. Methods of Persuasion Weight: 20%	One or more methods used effectively throughout	One or more methods used effectively multiple times	One method used somewhat effectively multiple times	One method used ineffectively	No methods used
4. Conclusion Weight 10%	Reinforces central idea, uses strong closing	Reinforces central idea, uses generally strong closing	Some problems with reinforcing central idea and/or with using strong closing	Insufficiently reinforces central idea or uses weak closing	Does not reinforce central idea, and/or does not use strong closing
5. Speech Organization Weight: 10%	Well organized, logical structure	Well organized, generally logical structure	Some problems with organization and/or with logical structure	Insufficiently organized or insufficiently structured	Limited or no organization, and/or limited or no logical structure
6. Time Requirement Weight: 10%	3-4 minutes +/- 15 seconds	3-4 minutes +/- 30 seconds	3-4 minutes +/- 45 seconds	3-4 minutes +/- 60 seconds	3-4 minutes +/- 75 seconds
7. Delivery Weight: 10%	Strong eye contact, expressive voice, and natural gestures	Good eye contact, generally expressive voice and natural gestures	Average eye contact, some expressive voice, minimally distracting gestures	Insufficient eye contact, limited expressive voice and/or unnatural gestures	Very little / no eye contact, no expressive voice, unnatural gestures
8. Speech Clarity, and Visual Quality Weight 10%	Clear and consistent throughout	Generally clear and consistent	Some problems with clarity and consistency	Problems with clarity and consistency throughout	Limited or no audio, video, and/or other technology
9. Overall Effectiveness Weight 10%	Connects well with audience and achieves purpose	Generally connects with audience and achieves purpose	Connects somewhat with audience, partially achieves purpose	Limited connection with audience, doesn't fully achieve purpose	Doesn't connect with audience or achieve purpose

POINTS: 30

ASSIGNMENT 3.2: PERSUASIVE SPEECH SELF-REVIEW

Criteria	Exemplary 100% - A	Proficient 85% - B	Fair 75% - C	Meets Minimum Expectations 65% - D	Unacceptable 0% - F
1. Submit a completed self-review. Weight: 20%	Submitted a completed self-review.	Submitted a generally completed self-review.	Submitted a partially completed self-review.	Submitted a minimally completed self-review.	Did not submit a self-review.
2. Self-review was well-developed. Weight: 80%	Submitted self-review provided excellent comments on student progress/work.	Submitted self-review provided good comments on student progress/work.	Submitted self-review provided acceptable comments on student progress/work.	Submitted self-review provided minimal comments on student progress/work.	Did not submit completed self-review, or submitted self-review provided no comments on student progress/work.