

GYC101

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COM 103: Fundamentals of Public Speaking

### **Title: Sustainability Persuasive Speech**

I will be using this assignment in my COM103 course this summer in hopes of making any necessary changes before introducing to a couple sections in the fall.

I plan to pull sustainability throughout my course through the following tasks:

1. Introduction & Discussion of "The Spheres of Sustainability"
2. Utilizing various brainstorming techniques to find a variety of topics that fit within the realm of sustainability.
3. Progressive Discussion Board: *The Story of Stuff* - this will be a collection of at least 3 questions assigned throughout the semester, meant to link textbook concepts and video.
4. Demonstration Speeches (tentative) - Most speeches will focus on recycling and reusing products in crafts, etc, however topics could also include reading nutrition labels or winterizing your windows.
5. Search for Sustainability Shorts - students will be required to post a sustainability video via discussion board and analyze based on the persuasion concepts within the textbook.
6. Sustainability Persuasive Speech - our final presentation (detailed in the attached document).

I am firm believer that students relate to and understand information in more depth if they interact with the topic on various levels. Challenging students to view sustainability through a variety of lenses will hopefully change their perspective, instill new beliefs and intensify those already in place.

### **Course Competencies Covered in Assignment:**

- The student will be able to generate ideas and gather supporting material.
- The student will be able to prepare and use visual aids that promote clarity and interest.
- The student will be able to organize an effective message.
- The student will be able to use analytical systems to generate relationships among ideas.
- The student will be able to use logical, emotional and ethical appeals in persuasive speaking

### **Learning Outcomes of Assignment:**

- The student will be able to define and explain the concept of sustainability.
- The student will be able to generate ideas relating to each 'sphere of sustainability'.
- The student will be able to integrate textbook ideas and real world concepts into their message.
- The student will be able to relate a sustainability issue to the class using logical, credible and emotional appeals.

### **Assessment:**

In the weeks leading up to the persuasive speech students will learn concepts from Chapters 16 and 17 about the structure and strategy of persuasion. We will also review the spheres of sustainability and the benefits of using the GreenFile database during the research process. Students must analyze how to link sustainability to their speech throughout the preparation process for the persuasive speech; topic selection, research, topic proposal and presentation.

I will assess their analysis through the process. Students are required to turn in a topic proposal justifying how their topic fits into the realm of sustainability. The evaluation rubric (see below) used to grade the persuasive speech is available in advance for students to look over as they prepare. I made changes to further evaluate how well the students relate the topic back to the sphere of sustainability and their classmates.

Since the persuasive speech is the final speech of the semester, it should be a good reflection of the level of critical thinking each student has achieved. By incorporating the spheres early in the semester and throughout the course, I believe students will have a stronger understanding of the breadth and depth of sustainability.

# Sustainability Persuasive Speech

125 points

The focus of this speech is **CONTENT/REASONING**

1. Speech must be persuasive and research oriented. Research is part of the assignment. Your own experiences are great, but remember you must also use outside sources.
2. Topics must be a question of value, fact, or policy. You must use REASONS or PROBLEM-CAUSE-SOLUTION organizational patterns. Topics must be scholarly, creative, innovative, fresh, research oriented and about sustainability.
3. Topics must relate to the concept of sustainability. You must clearly state the link to sustainability in your justification point in the introduction of your speech.
4. Topics are **due** \_\_\_\_\_ and are worth \_\_\_\_\_ points.
5. Speeches should be 6 minutes long. You will get 15 seconds leeway each way. You will lose 2 points for every 15-second violation.
6. The speech must be delivered extemporaneously. You may use 3x5 note cards with no more than 50 words per card. Cards will be turned in at the conclusion of the speech.
7. The typed outline is **due when you speak**. They are worth **15 points**. Final revised outlines should include a bibliography.
8. Visual Aids are not required, but will be allowed.
9. If time allows each speech will be followed by oral critiques and questions/answers. Be prepared.
10. Peer evaluations are required and are worth 10 points.
11. **Speaking date** \_\_\_\_\_ **Evaluation date** \_\_\_\_\_
12. Attire- no jeans, t-shirts, hats, gym shoes, sweatshirts, untucked shirts, jerseys, sweat pants, or shorts. Non-verbal message are the first received and the longest lasting. It is important that you send positive messages with what you put on your body. Remember, you are speaking to classmates and a teacher that understand the importance and power of non-verbal messages. Your attire should send positive messages about you, your topic, your commitment to your topic, and your commitment to the public speaking situation. **This will build your ethos.**

# Sustainability Persuasive Speech Evaluation Form

**Name** \_\_\_\_\_ **Topic** \_\_\_\_\_

**OUTLINE:**

Followed Sample Outline	1	2	3	4	5	TOTAL: _____ pts.
Sources cited in outline	1	2	3	4	5	
Bibliography included	1	2	3	4	5	

**SPEECH:**

**Organization (45pts)** \_\_\_\_\_ pts.

*Introduction (15pts)*

Attention Getter	1	2	3
Central Idea	1	2	3
Credibility	1	2	3
Link to Sustainability	1	2	3
Preview	1	2	3

*Body (20pts)*

Main points clear	1	2	3	4	5
Used Connectives	1	2	3	4	5
Simple Transition	Yes/No				
Internal Preview	Yes/No				
Internal Summary	Yes/No				
Sign Post	Yes/No				
Organized effectively	1	2	3	4	5

*Conclusion (10pts)*

Summary	1	2	3
Dramatic Statement	1	2	3
Refer To Intro	1	2	3

**Content (25pts)** \_\_\_\_\_ pts.

Logos- evidence & reasoning	1	2	3	4	5
Ethos- speaker's credibility	1	2	3	4	5
Competency & Character					
Pathos- emotional appeal	1	2	3	4	5
Strong language	1	2	3		
Avoided errors in reasoning	1	2	3	4	
Sources cited verbally	1	2	3		

**Delivery (20pts)** \_\_\_\_\_ pts.

Vocal Aspects(Rate, Volume, Pitch)	1	2	3	4
Eye Contact	1	2	3	
Gestures used effectively	1	2	3	
Movement used between points	1	2	3	4
Evidence of preparation & practice	1	2	3	4

**Overall Impression (10pts)** \_\_\_\_\_ pts.

Clear relation to sustainability	
Quality and relevance of visual aids	
Was Persuasive	

TOTAL \_\_\_\_\_ pts.