Objective: To move the audience to a specific and behavioral action (in class, in your presence, before the conclusion of the speech). THIS IS NOT A SPEECH TO CONVINCE!!

Description: The content of your speech will involve an organizational pattern and outline using Monroe’s Motivated Sequence.

General Requirements: For this assignment, you will prepare a 5-7 minute presentation in the extemporaneous mode of delivery. At the end of 6:30 minutes, you will receive point deductions for every 10 seconds over time. You may work alone, in pairs or in a small group of up to 5 individuals for this assignment.

1. Choose a topic and central idea and seek approval from the instructor. You should choose one which is interesting to your or important to you as a person and is of interest to your audience.
2. Post your topic in the Online Discussion on Blackboard, “Share Your Passion”.
3. Do some preliminary research on the topic and develop an audience questionnaire to determine your classmate’s knowledge, attitudes, and opinions, and reservations about your topic. We will distribute these in class before the final presentations. You will use the responses from these surveys to help develop your presentation.

Description of the Audience Analysis Write-up (50 points)

1. After you conduct your in-class audience analysis, you will collect your classmate’s responses.
2. You will compare our responses to the typical knowledge, attitudes, and opinions of the general population using academic research.
3. You will write an approximate 600-word written analysis of your findings answering a series of 4 questions and providing in-text citations and a works cited list.
4. You should directly refer to our responses in your audience analysis write-up AND in your final presentation. You should compare our responses to those of a larger population based on your research (are our responses typical?).

Speech Development:

- As you plan your speech, be sure to deal with your audiences’ reservations, refuting them when appropriate. To do this, you must first identify their reservations from your survey or from what is typical in the general population.
- You will give your own opinion in this speech but you must support it with evidence from at least 4 credible sources. Work these sources into your speech skillfully and be sure to provide references in your outline as well. I will not accept late sources.
- You should review emotional, ethical, and logical appeals as outlined in your text. You should be able to develop specific appeals which motivate audience interests and concerns. You should apply the aspects of delivery and considerations of language described in your text. Remember that the final appeal must be specific, and presented with a forceful or emotional delivery, whichever may be appropriate. The speech must show evidence of practice and rehearsal.
- You may only use your outline or a few notecards to speak from. If you read to us you will receive no points for delivery and severe deductions in points for content.
- You should skillfully employ the use of visual aids and know how to use all of the equipment in the classroom with minimal assistance.
Outline Requirements: I will not accept late outlines or sources. (20 pts)
On the day you speak, you must turn in a typed, complete outline with sources. If you work in a group, you may use one, single group outline but be sure to provide 4 sources per group member. I will not be able to accept late work. **You should have an extra copy for yourself.** Your outline should include the following elements:

- *Proposition of Policy (Thesis and purpose)*
- Introduction with an attention device and orienting material. Identify these elements and a complete phrase describing them as they will be delivered. Do not submit a manuscript. If I cannot tell from the outline the gist of what you plan to say, you will not receive credit.
- **Body – all main points clearly stated using the motivated sequence pattern.** (Attention, Need, Satisfaction, Visualization, and Action)
- Relationships of main points and subpoints should be logical and consistent. Supporting material should be evident. At least 3 levels of subordination under main headings and proper indentation to show relationships.
- Transitions should be provided between main points
- Sources – 4 sources must be identified and cited both in the body of the speech and in the list of references/bibliography using APA format. **I will not accept late outlines or sources.**
- Visual Aids – the materials that you submit must include your visual aids and a notation in your outline where you plan to include them.
- Conclusion – A form of summary, closure, and concluding device are required in the conclusion.

Read also:
*Online Discussion: Share Your Passion*
*Audience In-Class Survey Assignment*
*Audience Analysis Write-up Assignment*
*Sample Persuasive Speech Outline*
*Sample Audience Survey*
*Sample Audience Analysis Write-up*
*Grading Rubric for the Persuasive Action Speech Assignment*