

Unit Organizer: Speech

IV. Persuasive Speech

State Standards:

Standard 1 (Reading): Make connections between reading and what is already known; comprehension and interpretive skills; paraphrase, infer, predict; vocabulary. {District Benchmarks 1.1-1.5}

Standard 2 (Writing & Speaking): Recognize purpose for communication; plan, draft, revise and edit; use format, voice, and style appropriate for audience and purpose; develop main ideas with support; organize writing; use vivid and precise words {2.1-2.6}

Standard 3 (Language Structure): Using correct grammar, sentence structure, punctuation, capitalization, spelling {3.1-3.4}

Standard 4 (Thinking Skills): Apply thinking skills (analyzing text); express opinions; evaluate content, form, intent of language; solve problems, answer questions; recognize, express and defend a point of view {4.1-4.5}

Standard 5 (Locating Information): Use organizational features of printed text to locate relevant information; evaluate information for specific needs, validity, credibility, and bias; paraphrase, summarize information; give credit for others' ideas, images or information {5.1-5.5}

Can you ...

Conquer stage fright and stand in front of people to speak?

Research a topic, arrange and present information in a logically-organized, coherent speech?

Analyze an audience to determine previous knowledge and opinions about your topic?

Determine if you will be speaking to a friendly, neutral or hostile audience?

Choose an organizational method that best suits your topic: problem-solution, statement-of-reasons, comparative advantage, criteria-satisfaction, Monroe Motivated Sequence, or negative method?

Put together and deliver a PowerPoint presentation with essential facts and persuasive supporting details?

Manage PowerPoint visual effects to enhance your presentation without distracting your audience?

Establish credibility with an audience?

Include the five parts of the introduction, three main points, and a three-part conclusion?

Support the main points with examples or further information?

Use appropriate volume, rate and tone?

Use appropriate posture, eye contact, expression and gestures?

Assessments:

Persuasive speech

Participate in class discussion

Final exam

Thinking Framework:

I. Knowledge: research of specific topic, vocabulary, pronunciation

II. Patterns: connections to previous knowledge, audience analysis, patterns of persuasion

III. Mapping: writing according to pattern: typical speech organization, outlining skills, correctly formatting a bibliography, patterns of persuasive speaking

IV. Creativity: write and present attention getter and catchy ending to frame persuasive speech; create PowerPoint presentation, using visual effects such as color, fading and movement

Character Traits: Character traits are discussed as they are encountered in famous speeches of history. Specific discussion also covers responsible use of language and sensational or graphic facts, in addition to ethical and accurate use of statistics.