C:\Users\Jenna\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\56VV8C0I\MC900311820[1].wmfENG 2DYP- Persuasive Speeches Part 1

**Your task**:

1. To write and present a 2-3 minute persuasive speech from someone else’s perspective. You may choose a real or fictional character, yet the character needs to be revealed to your audience during your speech. To write a successful persuasive speech you will need to motivate your audience to adopt certain beliefs or take action(s).
2. Next, you will identify the techniques and devices used throughout your speech and explain their purpose and effect.

**Learning Goals:**

We will:

* Develop and organize content for an intended audience and purpose.
* Understand how to write an effective speech that persuades using rhetorical modes, diction, syntax and figurative language.
* Listen to other speeches and be able to identify effective and ineffective techniques.
* Reflect on our own strengths and abilities throughout the speech process.

**Process:**

* Read the task, success criteria and rubric to understand the expectations
* Complete the Background Story Brainstorming handout to establish your exigency, intended audience and purpose
* Complete the Persuasive Speech Organizer to plan the structure, rhetorical approaches and figurative language devices
* Write a rough draft
* Complete the Speech Self Analysis handout as a formative step to identify the techniques and devices in your speech
* Self and peer revise/ edit the rough draft to improve style (tone, syntax, and diction)
* Complete the Success Criteria Checklist
* Make corrections throughout the process
* Type the final draft of the speech
* Rehearse your speech
* Present your speech to the class

**Curriculum:**

Part 1 Overall Expectations- O 1, O 2, W 1, W 2

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|  | | **Level 4** | **Level 3** | **Level 2** | **Level 1** | **R** |
| **Thinking** | Setting: Occasion and context  O 2.2  Speaker and Intended audience  O 2.3  Structure:  Hook- original and engaging  Body- logical  Conclusion- Powerful and insightful  W 1.4  Rhetorical Approaches/ Modes:  Ethos, pathos, logos  W 1.2  Process Work  W 2.7 | I have established a very relevant and specific setting for my speech based on the exigency.  I have created a valid and highly sophisticated persona and intended audience.  The structure of my speech was extremely powerful and very logical.  Rhetorical approaches are very well developed and commanding.  I have produced several drafts through the writing process. The rough work proves that significant improvements have been made. | I have established a clear setting for my speech based on the exigency.  I have created a persona and intended audience with considerable validity and refinement.  The structure of my speech was effective and logical for the most part.  Rhetorical approaches are strong.  I have created a rough draft through the writing process. The rough work proves that significant improvements have been made. | I have somewhat established a setting for my speech; some more specific details are needed to connect it to the exigency.  I have created a persona and intended audience that is somewhat valid and somewhat developed.  The structure of my speech was somewhat effective and some parts were logical.  Rhetorical approaches are apparent, yet more development would strengthen arguments.  Some rough work has been completed, and some improvements have been made. | The setting of my speech is unclear. Much more information and detail is needed to connect it to the exigency.  I have created a persona and intended audience with limited validity and limited thought.  The structure of my speech was limited. More attention to logical order was necessary.  Rhetorical approaches have limited effect; more development of persuasion was necessary.  Very little rough work has been completed or no improvements have been made. | No setting or has been established or the setting is disconnected from the exigency.  My persona and / or intended audience could not be defined as it was not fully developed.  There is no clear structure to my speech.  Rhetorical approaches are weak or unable to be identified.  No process work has been submitted. |
| **Communication** | Purpose:  O 2.1  Figurative Language: Sound and sense devices  Voice Quality:  Volume/ pace/ intonation/ enunciation/ pronunciation  O 2.5  Tone of Writing:  W 2.2  Syntax: Variety of sentence type, sentence style  W 2.4  Diction: Enhances tone and purpose  W 2.3  Non Verbal Cues  O 2.6 | The purpose of my speech has been communicated in a very clear and effective manner.  I have incorporated an extensive range of sophisticated literary devices to enhance sound and sense.  The quality of my voice has greatly enhanced the speech content and overall clarity.  The tone of my writing is very well suited to the topic and is consistent throughout.  I have used a wide variety of sentence types and techniques to greatly enhance style.  I have used evocative diction very effectively to enhance tone and purpose.  I exude confidence through posture and natural movement, and make excellent eye contact. | The purpose of my speech has been communicated with considerable clarity.  I have incorporated numerous effective literary devices to enhance sound and sense.  The quality of my voice has enhanced the speech content and overall clarity.  The tone of my writing is suited to the topic and consistent for the most part.  I have used many sentence types and techniques that enhance style with considerable effectiveness.  I have intentionally used diction to enhance tone and purpose with considerable effect.  I seem comfortable through posture and movement, and make considerable eye contact. | The purpose of my speech has been communicated somewhat clearly.  I have incorporated some literary devices which enhance sound and sense.  The quality of my voice has somewhat enhanced the speech content and overall clarity, yet a few elements could be improved.  The tone of my writing is somewhat suited to the topic and somewhat consistent.  I have used sentence types and techniques to enhance style with some effect.  I have used diction with some effect, yet more deliberate choices would enhance tone and purpose.  I make some eye contact, my posture and movement sometimes seem natural. | The purpose of my speech has been communicated with limited clarity.  I have incorporated limited literary devices to enhance sound and sense.  The quality of my voice has had a limited effect on the speech content and clarity. I need to improve several voice elements.  The tone of my writing is inconsistent throughout and has limited relation to the topic.  I have used sentence types and techniques with limited effect.  I have used diction with limited effect. I need to choose words more carefully to enhance tone and purpose.  I have made limited eye contact. My posture and movements show much discomfort. | The purpose of my speech is unclear or irrelevant.  No literary devices have been used, or devices detract from the quality of the speech.  The quality of my voice detracted from the speech content and overall clarity.  The tone of writing is irrelevant to the topic, detracts from the content or could not be identified.  I have not enhanced the speech style through different sentence types or techniques.  I have made no attempt to use diction in a meaningful way. My diction detracts from the tone and purpose.  I have not made eye contact with the audience. My posture and movements detracted from my speech. |