**RHET 110 – Meritt**

**Fall 2018**

**Persuasive Speech/Oral Rough Draft, Essay #3**

***Building Your Argument: The Foundation of Structure and Power of Diverse Sources***

*For this assignment, you will present a brief oral version of the argument you will make in more detail in essay #3 (on an issue related to one of our two possible research topics: US immigration policy and mass incarceration). The purpose of this assignment is not only to provide you with practice in the oral presentation of arguments but also to help you clarify and refine the structure and substance of the argument you will present in the final version of essay #3.*

**Speech Requirements**

* A brief introduction that includes an attention-getting **opening,** a **thesis statement/primary claim, and a preview of the body of the speech**.
* Two or three **main points** (with **transitions** between them), each supported by **one or two** items of evidence.
* One item of evidence providing an appeal to **pathos** (e. g., an anecdote, a striking image, a quotation of personal testimony)
* A **conclusion** (Which **summarizes**main points, and**ends with a call to action**).

**Method and Approach**

While the speech should follow the structure and directions above, be sure to exercise creativity and innovation to keep your audience engaged. You should certainly use traditional sources such as books and journal articles to back your claims and to strengthen the logos of your argument. At the same time, the pathos element is vital, and a speech allows for leeway and flexibility in terms of the form you choose to utilize: a narrative/story connected to the claim/theme of your argument; a photograph or some other form of visual rhetoric, such as a film or video clip; or even a song or social media post! For example, you could show a YouTube clip from a DREAMer about his or her family’s immigration experience or a narrative from an actual prisoner about the psychological challenges of incarceration.

**Additional Requirements**

**Outline and Works Cited/References List:** You must turn in a working and final outline for your speech, as well as a works cited/references list of sources used in your speech (which will most likely be a selection of sources used in your essay). You must cite a minimum of **three** sources.

**Criteria for Evaluation**

**Argument:** The speech must present a focused, evidence-based argument based on thoughtful research and careful reasoning. Supporting evidence should be relevant and clearly explained, and a blend of logos and pathos utilized.

**Structure:** The speech should be easy to follow. As noted above, it should include a clear introduction, body, and conclusion. The speech should present a clear overall thesis in the introduction, and the body should present supporting reasons in logical sequence. Transitions should help the audience understand connections between different points in the argument. The conclusion should provide a sufficient wrap up that ties together the points yet offers us something significant and new.

**Delivery:** The speech should be delivered at an appropriate volume and rate of speaking. Also, the speaker should pay attention to factors like eye contact with audience, use of gestures, and facial expressions. Visual aids (images, slides, graphs, charts, important quotations, etc.) and other innovative tools may also be used to emphasize and clarify key pointsin the speech**.**