

Speech #1
Speech 8 Argumentation
T. Young, Instructor

Speech #1 – The Soapbox Appeal

Speech #1 will be based on Paper #1. In 2 minutes (minimum) to 3 minutes (maximum), present a persuasive appeal to the class utilizing the topic developed in your Paper #1, to persuade the audience that they too should care.

In presenting your Soapbox Appeal, be sure to keep in mind that this presentation is intended to persuade. Your focus should be on the following:

- **Arguments:** Begin with a clear statement that takes a position. (In argumentation we call this overall thesis the “proposition” or “resolution”.) Using the author’s template of *state, explain, support, conclude*, build a series of clearly developed arguments (two to three) that support your proposition. Clearly identify each argument as you begin, and take your time to develop the argument fully.
- **Unity and Cohesion:** The arguments you develop should tie together to support your resolution. Generally, unity and cohesion can be enhanced with full statements that orient your audience at the beginning of your presentation, and that give a sense of synthesis, completion, and closure at the end of your presentation.
- **Presentation Style:** This is a formal presentation and should be approached as such. However, it is important that you retain a sense of yourself and your personal style as you approach this persuasion task. Keep eye contact, fluid articulation, organization, and clarity in mind as you prepare and as you execute this assignment.

The ability to build a “case”, that is, a series of supporting arguments that fully and adequately support a thesis or proposition, is of critical importance in argumentation. This will be your first attempt to do so in front of a live audience.

Written Component:

- Failure to have BOTH the completed outline AND separately prepared notecards will be deemed INSUFFICIENT preparation for the speech.
- complete full sentence outline (one full page should be adequate) to be turned in before the presentation.
- You may use note cards that *summarize your ideas* into key phrases. Students who read their outline to the class will automatically receive a significantly lower grade.
- The complete outline will be turned in before the speech; the note cards will be turned in after the speech is finished.

Time Limit: 2 minute minimum, 3 minute maximum

