

Speech Project: Using Rhetoric to Address Social Issue

Due date: October 31, 2008

Assignment: Write and deliver a short (3-4 minutes) speech. Your goal is to persuade your classmates to understand your perspective or stance on a contemporary social issue relevant to teenagers. Topics may include, but not limited to the following: **prescription drug abuse, casual sex and STD's, teen pregnancy/abortion, social cliques, drunk driving, plastic surgery, depression, eating disorder, pornography, gambling, and video game addiction.** For more topics, go online to [Opposing Viewpoints](#) or [Teen Health and Wellness](#). Be sure to see me to approve your topic before you begin your research.

Research:

Use at least three reliable sources to support your position. Documentation should appear on your outline and on a final Works Cited page; required style is MLA.

Outline/Slideshow:

Create a slideshow presentation to supplement your speech, showing your outline or your main points. Add a short video clip, pictures, graphs, and/or music that could embellish your overall speech presentation.

Rhetorical Elements: The speech you compose should reflect your knowledge of the rhetorical strategies of effective persuasion; hence, you will need to include the following rhetorical elements:

Rhetorical Device	Definition	Rhetorical Device	Definition
Allusion	Using a brief or casual reference to a famous or well-known person, historical event, place, or work of art. Sources include history, myth, and the Bible. Contemporary instances of allusion extend to media created content, events, and persons -- even to the extent that a character in one movie may use an allusion in referring to a fictional, but nonetheless well-known, event or person from another movie. Popular music lyrics are a further source of allusion.	Metaphor	Implied comparison achieved through a figurative use of words; the word is used not in its literal sense, but in one analogous to it. *Life's but a walking shadow; a poor player, That struts and frets his hour upon the stage. Shakespeare, Macbeth
Analogy	A kind of extended metaphor or long simile in which an explicit comparison is made between two things (events, ideas, people, etc) for the purpose of furthering a line of reasoning or drawing an inference; a form of reasoning employing comparative or parallel cases. Ex: "Withdrawal of U.S. troops will become like salted peanuts to the American public; the more U.S. troops come home, the more will be demanded."	Parallelism	The use of repeated phrases, clauses, sentences; successive words, phrases, clauses with the same or very similar grammatical structure.
Anecdote	A very short story told to make a point.	Rhetorical Question	Figure which asks a question, not for the purpose of further discussion, but to assert or deny an answer implicitly; a question whose answer is obvious or implied.
Aphorism	A terse, pointed statement expressing some wise or clever observation about life. Ex: "We are what we pretend to be, so we must be careful what we pretend to be." (Kurt Vonnegut, Mother Night)	Simile	An explicit comparison between two things using 'like' or 'as'. Ex: My love is as a fever, longing still/ For that which longer nurseth the disease. (Shakespeare)

Items to turn in:

1. completed rubric-see below (on top)
2. rough draft w/ peer feedback
3. final draft w/works cited page
4. PowerPoint slideshow of your speech outline (email to mhenry@simsbury.k12.ct.us)

Persuasive Speech Rubric

	Exceeds Requirements (3)	Meets Requirements (2)	Does Not Meet Requirements (1)
Persuasive Appeal	Powerful use of persuasive appeals; thoughtful and effective use of rhetorical devices Speech is very convincing. Language is carefully crafted.	Appeals have been addressed. Speech may be slightly less convincing than the (3) level. Language is adequate but less polished than the (3) level.	One or more persuasive appeal overlooked. Language is unpolished in places.
Oral Delivery	Speaker makes use of eye contact, avoids nervous gestures, speaks clearly, and uses pauses effectively. Speaker uses body language and gestures to enhance the message. Speaker appears confident and comfortable. It is clear that the speaker has practiced. The speech is 3-5 minutes in length	Speaker uses eye contact and speaks clearly. Practice is evident. The speech is less than three minutes or more than four minutes in length.	Delivery is unpracticed. There may be distracting body language and gestures, and little or no eye contact with audience. The speech is less than three minutes or more than four minutes long.
Research and Documentation	Writer has cited more than three (3) sources. Sources are of high credibility. MLA style is followed.	Three (3) credible sources are cited using MLA style inconsistently.	Fewer than two sources are cited; MLA may be incorrectly done; sources may be of lower quality.
Outline	Outline clearly contains all the essential rhetorical elements and is logically organized; it's presented via an attractive PowerPoint slideshow. There is a thoughtful title; no spelling or capitalization errors.	Outline contains most of the essential rhetorical elements and is logically organized; it's presented via a PowerPoint slideshow. There is an appropriate title; a few spelling and/or capitalization errors.	No outline or outline contains only a few rhetorical elements; may not be logically organized; handwritten without a title.