You will be giving a persuasive speech that on your topic/theme for the term. This speech will effectively utilize ethos, pathos and logos and the elaboration likelihood model.

This speech must be 5-7 minutes in length; there will be a ten-point grade deduction for every 30 seconds you exceed or fall below the time requirements.

You will use the same topic from your informative speech. Your information must be cohesive, organized and clear, with a focus on persuasive techniques and audience engagement. You must incorporate at least five academic, credible sources as part of your supporting information. All information must be supported by research from credible, qualified sources; this support will be communicated by clear and consistent verbal citation of your sources.

A visual aid must be presented in the body of your presentation. This visual aid must incorporate the use of technology (Powerpoint, video clip, etc.). Maximum length on a video or any technology that requires the speaker to remain silent is 30 seconds.

A full-sentence preparation outline with APA reference page must be submitted on Thursday, November 16.

In addition to presenting your own speech, you will be responsible for providing feedback to all other speakers, in both written and oral form.

**Grading (200 points)**

- **15 points** Introduction (attention, central idea, adaptation, credibility, preview)
- **35 points** Body (language usage, organization of main points and subpoints, transitions)
- **25 points** Research (clear verbal citation of all sources, all main and subpoints supported)
- **15 points** Effective use of ethos, pathos, logos and the elaboration likelihood model
- **20 points** Visual aid (effectively designed and utilized)
- **15 points** Conclusion (summary, closure)
- **25 points** Delivery (eye contact, gestures, posture/movement, vocal variety, volume, articulation, rate, use of notes)

**Note:** You will also be completing a peer evaluation in class and a self-evaluation essay on your speeches.