

Summer 2011 Persuasive Talk—Jack Whelan

Write Script for a Persuasive Talk

Goal: The pedagogical goal is to give you the opportunity to pull together all the elements taught this quarter about persuasion into an effective, short persuasive talk. Use all the resources in the books, on the website, coursepak, and your class notes to help you create a script that will show me what level of mastery you have attained in working with these tools

Task: Choose a topic below; write the script for short presentation that should take 5 minutes to read out loud. Assume you are speaking to an audience with 21 people in it with about seven undecided, six or seven against, and seven sympathetic. Your goal is to get at least eleven positive votes or action responses.

Deliverable. Typed script in two parts: Part I invention/analysis, and Part II the script for the talk. Analysis/Invention should be separate from the script text.

Part I should clearly indicate the topic you are arguing, and it should have your name and class meeting time in the upper right hand corner. Please staple to Part II.

Part II should clearly state the “core or crux idea” before you begin your text, so I know what your rhetorical objectives are. See rubric for model core idea. Text of talk should follow in full-block format.

Due: In class Thursday 8/4

Here are the topics. Select one:

- Persuade the group to donate money to a charitable organization of your choice. Assume that another charitable group will be making its pitch after yours and that you have to anticipate its argument.
- Persuade a group and a community meeting to vote for a new tax that would help pay for a new stadium for a Seattle NBA franchise.
- Convince a group of elderly people that they need adopt a specific exercise program. If eleven don't sign up, then they can't pay for the instructor.
- Persuade those at a town meeting that they need to support the building of a recreation center rather than a juvenile detention center to reduce gang violence.
- Persuade a group of art (or science, or history) majors to take BCMU next quarter.
- If you have another topic you'd like to use instead of these, email me to get a green light to do it.

Midterm Part II Rubric—100 points total

Invention: 15 points

Analysis: Issues, Audience, Goals

I want to see the analysis typed out. Best order for this project is probably (1) Issues, (2) Audience, (3) Goals. First, get clear about your own issues that you hope to resolve, then see how you can relate that to issues that might motivate your audience. Once you're clear about the issues from both your own perspective and that of your audience, you can define your goals—How do you want your audience to think, feel, and act.

Remember audience analysis has three parts: scope, ethos (same as relationship), and needs. It's important that you give me a clear picture about the audience's ethos, and that I have a clear picture about what the opposing arguments would be. I wouldn't worry about the secondary objective.

Core Argument: e.g. from ch. 23 in JH--If people have a right to enjoy their property, then the town council should enact noise ordinances limiting the hours of snowmobiles and chain saws in the city limits.

Arrangement—60 points: I want you to label each part of your text so that I know when you're doing Narration, when Division, etc.

Opening: Ethos

Body: Logos

Narration (establish the motivating problem), Division (solution options), Proof (Prove why your solution is best), Prolepsis (anticipate and refute your opponents arguments).

Close: Pathos/Synthesis

Execution—25 points

Sentence Style

- decorum: tone, mood, appropriate pathos/ethos
- proper language: usage, mechanics, clarity, fluency
- vividness/concreteness: examples, stories
- ornament: figures of speech, metaphors, humor