

CEREMONIAL SPEECH – ASSIGNMENT

Objective:

Students will plan, develop, prepare, and deliver an effective ceremonial presentation utilizing the proper techniques of speechwriting and delivery.

Assignment Parameters:

Type: Commencement, Commemorative, Eulogy, After-Dinner Speech, or a Tribute
Audience: Your choice. Must be announced prior to beginning speech
Notes: Manuscript or Outline.
Length: 3-5 minutes
Visual Aids: None
Lectern: Mandatory.

Timeline: See reverse

Criteria:

♣-Expert √+-Exceeds Expectations √-Meets Expectation √- -Needs Improvement X-Element missing or inadequate

Content:

Speaker effectively establishes clear grounds (purpose) for recognition and/or celebration.
Speaker offers appropriate reflections and experience on/with the subject matter.
Speaker establishes relevancy and connection to the audience.
Speaker's rhetoric is audience-centered and appropriate, displaying respect for subject, audience and environment.

Organization:

Speaker utilizes the motivational or problem-solution organizational sequence in the presentation of the speech.
Speaker incorporates a clear opening and closing to the speech.
Speaker's transitions from segment-to-segment are fluid and enhance the cohesion of the speech.

Delivery:

Credibility – sincere, mastery, interest, demeanor, commitment, proportion, fair, poised.
Vocal – understandable, fluency, conversational, articulation, authoritative, enthusiastic.
Nonverbal – eye contact, posture, visual impression, facial expression, body movement, smooth gestures
Language – appropriate, clear, precise, original, word choice, descriptive, figurative, striking, vivid
Topic/Structure – worthy, interesting, well organized, clear pattern, introduction, thesis, flow, solution, state/problem, conclusion.
Evidence/Support – understand material, evidence, quantity support, well-presented, logical, numerical info, variety/support
Audience – relevance, material, common ground, ethical & appropriate emotion, expressive eyes, evokes audience response, identifies/responds with/to audience, advantages, aud. Reaction.

Rhetorical Strategies/Figurative Language

Speaker incorporates at least five of the identified strategies into their manuscript.
Speaker fluently and creatively interweaves rhetorical tools and figurative language to accentuate his/her message.
Speaker utilizes the tools, along with delivery, to convey purpose and commitment.