

PERSUASIVE SPEECH PLANNER

This packet, and accompanying documents, will be submitted when you present your speech.

- Thursday, 4/30 - Overview – the Motivated Sequence.
Overview – Audience Analysis
Persuasive Topic Selection
- Assignment: Begin collecting research on your topic. Use the Research Handouts in this packet to organize your materials.
- Friday, 5/1 - Read the Monroe Motivated Sequence Handout – See Handout A
Read the Motivated Sequence – Example - See Handout B
Group Project – Application of Motivated Sequence to your topic. – See Handout C
- Assignment: Continue collecting research on your topic. Use the Research Handouts in this packet to organize your materials. Begin to fill out the Persuasive Planner (Motivated Sequence & Aristotelian Appeals). Packet will be ‘checked’ on Wednesday for a preliminary grade.
- Monday, 5/4 - Presentation Development
Using your Aristotelian Appeals and the Motivated Sequence, design a presentation where you will persuade your audience on your topic.
- Assignment: Continue collecting research on your topic. Use the Research Handouts in this packet to organize your materials. Continue to fill out the Persuasive Planner (Motivated Sequence & Aristotelian Appeals). Packet will be ‘checked’ on Wednesday for a preliminary grade.
- Tuesday, 5/5 - Rehearsals
Complete your Audience Analysis for your Persuasive Topic
- Assignment: Continue collecting research on your topic. Use the Research Handouts in this packet to organize your materials. Continue to fill out the Persuasive Planner (Motivated Sequence & Aristotelian Appeals). Packet will be ‘checked’ tomorrow for a preliminary grade.
- Wednesday, 5/6 - Group Presentations.
Persuasive Packet Check
Review of Notecard Setup and Persuasive Delivery
- Thursday, 5/7 & Friday, 5/8 Ridge Media Center – Final Research, PowerPoint and Preparations.
- Monday, 5/11 & Tuesday, 5/12 Ridge Media Center – Final Research, PowerPoint, and Preparations
- Assignment: **PowerPoints MUST BE E-MAILED to DYASTREMSKI@BERNARDSBOE.COM prior to Wednesday, May 13th at 9:00am.**
- Final Packets with Research due Wednesday, May 13th during class. Presentations begin on Wednesday, May 13th.**

PERSUASIVE PLANNER/COMMUNICATIONS C3

NAME: _____

TOPIC: _____

ORGANIZATION

ATTENTION/INTRODUCTION

Hook

Relevance

Central Idea

Preview

NEED:

A. give a clear concise statement or description of the need or problem.

B. one or more detailed examples which illustrate the need.

C. statistical data(don't overwhelm us with statistics, & make sure we can relate to them) (Use attached 'research sheets')

D. Testimony and other form of support to show the extent of the need. (Use attached 'research sheets')

SATISFACTION

A. Briefly state the action or change you wish your audience to adopt.

B. A complete concise explanation of your plan.

C. A theoretical demonstration – show how this action logically meets the problem.

D. Give actual examples showing that this plan has worked effectively, and it's a practical solution. (Use attached 'research sheets' if necessary)

E. Use facts, figures and the testimony of experts to support your claims/plan. (Use attached 'research sheets')

VISUALIZATION

Circle your method and detail below:

POSITIVE

NEGATIVE

CONTRAST

ACTION STEPS

Specific steps for your audience.

1.

2.

3.

CONCLUSION/FINAL APPEAL

Review

Restate Central Idea

Remind of Relevance

Closure

THINGS TO DO:

TASK

DEADLINE

COMPLETED - ✓

ETHOS- How will you demonstrate

-- intelligence

--character

--good will

PATHOS

--examples, stories, experiences

LOGOS

-- primary

--secondary (what data do you need to research?)

VISUAL AID PLANNER:

NOTES, REMINDERS, ETC.

AUDIENCE ANALYSIS

Answer the following questions regarding your topic.

1. How much information can you assume the audience has about your topic? What difference will this make in your approach to the topic?

2. What past experience would the audience have had with your topic? Will this experience or lack of experience create a need to make specific adaptations?

3. What social influences have acted upon various individuals in the audience which might affect their attitudes toward your topic? What provisions have you made to compensate for such social influences? Do you consider this audience “friendly,” “neutral,” or “hostile”?

4. What predominant religious and political views in the audience will affect the way you present your topic? If your message must be altered, in what way?

5.. What do you feel the audience believes concerning your topic prior to your speech?

7. What do you want the audience to feel/believe after you have delivered your message?

8. What are the immediate mental, physical, social, or emotional factors in the audience that may affect the response toward your speech?

9. What are the demographic considerations you must reflect upon in the preparation of your presentation?

RESEARCH SHEET (attach printed copy of resource to this cover sheet)

LINK OR SOURCE:

MLA CITATION

NOTES

SECTION OF SPEECH TO BE INCORPORATED

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