

Persuasive/Argumentation Speech Outline

Due: Week 8

Time limit: 8 to 10 minutes

PowerPoint required

Outline/bibliography (APA style) required

First Paragraph: Introduction:

1) Catch the reader's attention:

Use one of your "catchy introductions" - be specific, not vague.

<http://kareyperkins.com/classes/112/112intros.html>

2) Thesis Statement: last sentence in introduction - see

<http://kareyperkins.com/classes/112/112thesis.html>

In addition, an argumentative thesis contains:

- 1) a SHOULD (or SHOULD NOT) element
- 2) a BECAUSE element

Examples:

- Marijuana SHOULD be legalized BECAUSE it will free up crowded prison cells, it will eliminate the black market, and it has health benefits.
- Marijuana SHOULD NOT be legalized BECAUSE it is a gateway drug, it promotes apathy and lack of productivity, and it is unhealthy.
- Stricter environmental laws (specifically?) SHOULD be implemented to prevent more global warming BECAUSE of its devastating effects on the earth. (List some devastating effects).
- Stricter environmental laws SHOULD NOT be implemented to prevent global warming BECAUSE the earth's warming is a natural ecological stage not produced by human intervention and because business benefits more without these laws. (Show other reasons for earth's warming than human causes and show business benefits.)

Second Paragraph (and more if needed): Refute/Respond to Opposition:

1) First Opposition Point ("The opposition believes...") (short - in one to two sentences)

Respond/refute that point ("However,...")

2) Second Opposition Point ("The opposition believes...") (short - in one to two sentences)

Respond/refute that point ("On the contrary,...")

3) Third Opposition Point ("The opposition believes...") (short - in one to two sentences)

Respond/refute that point ("But,...")

The Body of the Paper (Most of the Paper): Prove your BECAUSE elements with:

Facts: Empirical evidence, scientifically verifiable statements, or definitions

Truths: Statements that many people believe are true

Statistics: numbers, percentages, polls

Examples: Case histories and scenarios

Expert Testimony: Credentialed authorities or experts in the field

Eyewitness Testimony: Personal experiences of others related to the topic

Logos: Logic and Reasoning

Ethos: Reliability and Credibility of sources

Pathos: Emotional Appeals (keep to a minimum, like salt)

Address any "**Warrants**" = unstated assumptions that not everyone in your audience holds true.

Examples:

"Abortion should be illegal because it is murder."

(Warrant or unstated assumption: "A fetus is human life." You must prove or establish the warrant before the argument will be effective. However, then you are in the realm of religion and values which cannot be proven through logic and reason. This is a poor topic for your persuasive paper.)

Conclusion: Tie in the "should" element to the "because" element which you have just proven in the body of your paper. Restate thesis, summarize arguments, and end with a note of finality: a call to action for example

Remember:

- 8 to 10 minutes - marked down 5% for each minute over or under.
- PowerPoint required (other visuals are optional) - marked down one letter grade w/o PP
- Outline <http://kareyperkins.com/classes/112/112outline.html> and bibliography <http://kareyperkins.com/classes/135/BibliographyFormat.pdf> required as well. See also <http://kareyperkins.com/classes/275/> (scroll to bottom of page) for more links on APA documentation. Marked down 5% if missing either outline or bibliography, 10% if missing both.