**ORB Project – Due Tuesday, February 14 - 50 Points**

Prepare and present a persuasive speech about your book. First step: select your audience and decide what you are trying to persuade them to do. Examples listed below.

|  |  |
| --- | --- |
| Audience | Objective |
| friend | read this book |
| movie studio | make a film of this book\* |
| teacher | adopt this book as part of the regular curriculum |
| author of the book | write a sequel\* |
| mayor / town selectmen | select this book for a town-wide book group |
| character in the book | choose a course of action different from the one that the character chose in the book |

\*You may not choose this option if there already exists a film or a sequel to the book. Do your research!

Your challenge is to decide how to most effectively organize and present your information to make your case.

You must make clear to your audience:

* **what** you are trying to persuade them to do and **why**
* details as well as themes and “big ideas” that were present in the book.
* evidence that you know the book well by including important direct quotations and vivid descriptions of important scenes.
* evidence that you understand the characters in the book well.

In addition, you will be graded on:

* **preparation:** Are you prepared? On time? Organized?
* **presentation**: Are you clear? Loud? Do you make eye contact?
* **clarity:** Does your speech follow a logical progression? Do you back up your claim with relevant and convincing evidence?
* **flow:** Does your speech move from one topic to another with logical transitions? You should NOT simply talk about each of the items listed above and read them off in a list.

Because this is a persuasive speech, it is a good opportunity to put some of the argument frameworks that we have been studying into action. Once you have figured out the overall focus of your speech, use the organizer provided to you to develop and articulate your ideas and strategies before you start preparing your speech.

**Nuts and Bolts**

* You may use notecards, but I strongly encourage you to NOT read directly from a script, word for word.
* You must have a one-slide visual to display behind you using the LCD projector while you give your speech. Select or create something that will enhance the central idea of your speech; do not summarize your speech on your slide. Your slide must be clearly labeled in your shared folder before the start of the period on Feb 14.
* You must include at least one direct quotation from the book in your speech. Select something that you can use to illustrate a point you making.
* Your speech must be between 90 seconds and 3 minutes long.
* You must be ready to go at the beginning of class on February 14.
* Extra credit will be awarded for effectively incorporated props and costumes.
* You must turn in the completed organizer on February 14.
* Practice your speech ahead of time!

Persuasive Speech Rubric

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | A | B | C | D/F |
| **Big Picture**: **what** you are trying to persuade them to do and **why** is made very clear throughout the speech |  |  |  |  |
| **Comprehension:** Details as well as themes and “big ideas” that were present in the book are included organically throughout the speech; evidence that you know the details of the book well is demonstrated throughout the speech |  |  |  |  |
| **Textual Evidence:** At least one direct quotations from the book is included naturally as a way of supporting a point that you are making |  |  |  | does not do (-5) |
| **Visual:** One-slide visual enhances the power and effectiveness of the speech |  |  |  | does not do (-5) |
| **Rhetorical Appeals:** Speech clearly appeals to ethos, logos, and pathos |  |  |  |  |
| **Length:** Speech is between 1.5 and 3 minutes | yes | | no (-5) | |
| **Presentation**: Are you clear? Loud? Do you make eye contact? |  |  |  |  |
| **Preparation:** Are you prepared? On time? Organized? Ready to go with slide in shared folder? | yes | | no (-5) | |
| **Clarity:** Does your speech follow a logical progression? Do you back up your claim with relevant and convincing evidence? |  |  |  |  |
| **Flow:** Does your speech move from one topic to another with logical transitions? You should NOT simply talk about each of the items listed above and read them off in a list. |  |  |  |  |
| **Argument Development:** Organizer and speech clearly demonstrate careful consideration and development of your argument. |  |  |  | does not submit organizer (-10) |
| **Audience Participation**: Is a respectful and attentive audience member; asks questions when appropriate; records notes on reflection sheet |  |  |  | does not submit notes (-10) |

**ORB Persuasive Speech, Organizer** Name:

Due: February 14, when you give your speech. If you do not turn in this completed organizer with your speech, you will automatically lose 10 points from your grade for the speech.

**rhetorical strategies -** There are three types of rhetorical appeals, or persuasive strategies, used in arguments to support claims and respond to opposing arguments. A good argument will generally use a combination of all three appeals to make its case.

(1) **Logos** or the appeal to reason relies on logic or reason.

(2) **Ethos** or the ethical appeal is based on the character, credibility, or reliability of the writer.

(3) **Pathos**, or emotional appeal, appeals to an audience's needs, values, and emotional sensibilities.

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| --- | --- | --- | --- | --- |
| General Topic: | | | | |
| Person (or category of people) that you would like to persuade: | To do what? | | Why? | |
| How will you demonstrate **logos** in your appeal? Describe the logic behind your position. Use facts and data to support this appeal. | | | | |
| How will you establish your own **ethos**? Why should we listen to your opinions on this particular topic? What expertise or personal experiences do you have? | | | | |
| How are you going to create **pathos** for this argument? How will you appeal to your audience’s feelings and emotions? | | | | |
| How will you create a **Rogerian** or **invitational** argument? In other words, how will you demonstrate that you sincerely understand and respect the person who would not agree with your primary argument? | | | | |
| Identify one or two **claims of fact**that you will include in your argument. | | | | |
| Identify one or two **claims of value**that you will include in your argument. | | | | |
| Identify one or two **claims of policy**that you will include in your argument. | | | | |
| Identify some rhetorical strategies that you will use to make a compelling argument. In other words, what will you DO to convince your audience? Rhetorical strategies could include details about how you will deliver your speech (visuals, props, gestures, voice tone), how you will organize your ideas, or specific word and phrase choices. For example: | | | | |
| rhetorical strategy | | effect | | purpose |
| *I will open and close my speech with an assertively worded statement that directly identifies and addresses my audience and articulates what I am trying to convince them to do.* | | *My audience will know right from the start what I am trying to convince them to do, and if they have somehow lost track of it along the way, I will remind them again at the end. Also, by directly addressing my audience from the beginning, they know that I am thinking specifically about them and will be more inclined to listen to me.* | | *To convince \_\_\_\_\_ to do \_\_\_\_\_.* |
| rhetorical strategy | | effect | | purpose |
|  | |  | |  |
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|  | |  | |  |