***The Argument.***

Mr. Barrett  
Public Speaking

**Purpose**To present a credible and convincing argument in support of an issue or against an issue.   
Examples:   
 The Electoral College should be abolished.   
 No Child Left Behind (NCLB) should be repealed.   
 Music censorship is unconstitutional and should not happen in our country.   
 Gay marriage should be legal in the United States.

**Time Limit**4 to 6 minutes

**Point Value**50 points

**Outline**You will provide a written or typed outline that conforms to the formal outline provided. The introduction will have five parts (attention getter, credibility statement, relevance statement, thesis, and preview). The argument will include all five steps of Monroe's Motivated Sequence.

**References**You must use at least THREE references for this speech. Create a reference page. All of the sources that are on the reference page must be incorporated into the speech and properly cited. For example, a speaker might say, "According to Dr. Vincent Rainey in his book, *Keeping Fit*, published in 1996, it only takes 30 minutes of exercise three times a week to maintain good cardiovascular health."

**Attire**This is a formal presentation, and you must dress appropriately.

**Visual Aids**A visual aid is not required with this speech; however, if your speech has a lot of statistics, and it would benefit from a Prezi/Powerpoint, you may lose points for not having one. If your speech would benefit from showing pictures to your audience, you should use a PowerPoint. Using good judgment is the key. If you use a PowerPoint, be sure to practice your speech with the PowerPoint and make sure it works.

**Speech Folder**When you present your speech, you need to give the instructor a folder that includes: the outline, a reference page, copies of all sources, and a copy of your PowerPoint, if you used one.

**Self Evaluations**A self evaluation of your speech is due the class period following the presentation.

**Ethical Communication**Ethical communication will be demonstrated at all times. Speeches must be original and written by the student. Copying information directly from another source (book, Internet site, friend) will result in a failing grade, as described in the syllabus. No one will enter or leave the room during a speech, and the audience will be attentive and respectful.

**Assignment Dates**The syllabus clearly states that all speeches must be presented on the assigned date unless prior arrangements have been made and documentation provided.

**Outline Example-  
 1. Attention:** Get the attention of your audience using a detailed story, shocking example, dramatic statistic, quotations, etc.

**2. Need:** Show that the problem about which you are speaking exists, that it is significant, and that it won't go away by itself. Use statistics,examples, etc. Convince your audience that there is a need foraction to be taken.

**3. Satisfaction:** Show that this need can be satisfied. Provide specific solutionsfor the problem that the government and community canimplement as a whole.

**4. Visualization:** Tell the audience what will happen if the solution is implementedor does not take place. Be visual and detailed.

**5. Action:** Tell the audience what action they can take personally to solvethe problem.

**\*A more generalized format may be:**

1. **Attention:** Hey! Listen to me, I have a PROBLEM!  
 2. **Need:** Let me EXPLAIN the problem.  
 3. **Satisfaction:** But, I have a SOLUTION!  
 4. **Visualization:** If we IMPLEMENT my solution, this is what will happen.  
 5. **Action:** You can help me in this specific way. Are YOU willing to help me?