

# PERSUASIVE PREPARED SPEECH

## A Persuasive Prepared Speech

The purpose of a persuasive prepared speech is to sway, convince, and influence, not simply to argue. Persuading audience members that disagree with you requires that you think about why they disagree with you, identify areas where these audience members can be moved, and speak to those areas in a way that highlights your shared interests. Remember that your credibility plays an important role in persuading audiences, such as dealing with oppositional arguments in a fair and convincing way. Good persuaders do not ignore the opposition, nor do they simply attack the opposition; they engage the opposition's arguments in an even-handed way.

- ✓ Select a topic that allows you to persuade.
- ✓ Speak to persuade. Address both sides of the argument.
- ✓ Use *ethos\**, *logos\** and *pathos\**. Speak to the audience with knowledge and passion on the subject.
- ✓ Citing sources can increase the credibility of the speech. Don't let them interfere with the speech.

The topic is only limited by age appropriateness for the member. Advocacy of political or religious view is not appropriate.

**Posters and Slides:** Allowed, not required.

**Visual Aids:** The speaker may use posters or visual aids to enhance the presentation (they are not required).

WHAT IT  
MEANS TO  
BE A LEADER



**Length:** A speech generally lasts from three to eight minutes and may extend up to 15 minutes based on age or experience. Exceeding 15 minutes in length does not result in disqualification but will be considered when evaluating the presentation.

**Number of Presenters:** Persuasive speeches may only be given as an individual

**Note Cards:** One 5"X7" note card (single sided) may be used; however, it should not be read or relied upon heavily.

**Questions:** Anyone may ask questions. Evaluators ask questions first. Time for questions may be limited.

**Attire:** Appropriate attire for the occasion. Costumes may not be used.

**Other:** Speakers are encouraged to relate the presentation to current 4-H activities or their spark.

## State 4-H Presentation Day:

Senior 4-H members presenting a Prepared Persuasive Speech at the State 4-H Presentation Day are compared against each other and the top three rankings are selected (1st-State Winner; 2nd-Silver Medalist; 3rd-Bronze Medalist); other entries are scored using the criterion-based system.

\* **ethos:** the guiding beliefs of a person, group, or organization

\* **pathos:** a quality that causes people to feel sympathy and sadness

\* **logos:** the appeal to reason and logic



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Date

Location	<input type="checkbox"/> Club/Unit <input type="checkbox"/> County <input type="checkbox"/> Section/Region <input type="checkbox"/> State <input type="checkbox"/> Other				
County	<input type="text"/>		Title	<input type="text"/>	
Member Name	<input type="text"/>		Age	<input type="text"/>	

A. Technical Requirements: Following the 4-H Presentation Manual Guidelines				Total Possible: 2
Requirement:	Not met (0 points)	Met (1 point)	Points	
1. Length was within 3-15 minutes?	No	Yes		
2. Appearance: Appropriate attire for presentation (no costumes) and speaker is well groomed	No	Yes		

B. Content: The purpose of the presentation and the information and ideas presented				Total Possible: 8
3. Content was appropriate (suitable) for the presenter's ability	(0 pts) Too basic for ability	(0 pts) Too advanced for ability	(1 pt) Within acceptable margins for ability	
4. Speaker demonstrated knowledge of the content	(0 pts) Lack of knowledge demonstrated		(1 pt) Full knowledge of content demonstrated	
5. Breadth and depth of evidence (references) used in the presentation	(0 pts) No references presented		(1 pt) At least 1 reference presented	(2 pts) 2 or more references presented
6. Purpose of prepared speech accomplished effectively	(0 pts) No		(1 pt) Speech was semi-convincing	(2 pts) Speech was convincing and addressed both sides
7. Responses to questions	(0 pts) Speaker not able to fully answer questions		(1 pt) Speaker able to answer questions	(2 pts) Speaker able to engage in discussion

C. Structure: The framework that organizes the content				Total Possible: 13
8. Introduction: Opening device; personal introduction; states purpose	(0 pts) No	(1 pt) Included 1 aspect	(2 pts) Included 2 aspects	(3 pts) Included all aspects
9. Body: Following steps in logical order; smooth transitions; maintains interest	(0 pts) No	(1 pt) Included 1 aspect	(2 pts) Included 2 aspects	(3 pts) Included all aspects
10. Conclusion: Includes summary, resources, and asks for questions	(0 pts) No	(1 pt) Included 1 aspect	(2 pts) Included 2 aspects	(3 pts) Included all aspects
11. Presentation was well-structured (organized) to help audience understand and remember ideas	(0 pts) Steps not followed in a logical order	(1 pt) Presentation structured adequately	(2 pts) Speech was highly structured and planned	
12. Presentation gained and held audience interest	(0 pts) Speaker not able answer questions	(1 pt) Speaker able to partially answer questions	(2 pts) Speaker able to fully answer questions	

D. Mechanics of Presenting: How the speaker uses voice and body to present content				Total Possible: 8
13. Verbal: Projection; tone; speech rate; vocal variety	(0 pts) Was not effective to convey content	(1 pt) Sufficient to convey content	(2 pts) Effectively used to convey content	(3 pts) Intentional and dynamic use of verbal devices to convey content
14. Non-verbal: Facial expressions; gestures to reinforce important points	(0 pts) Was not effective to convey content	(1 pt) Sufficient to convey content	(2 pts) Effectively used to convey content	(3 pts) Intentional and dynamic use of non-verbal devices
15. Eye contact with the audience	(0 pts) No eye contact	(1 pt) Some eye contact	(2 pts) Sufficient eye contact	
16. Poise and confidence	(0 pts) Speaker did not appear confident	(1 pt) Speaker appeared somewhat poised and confident	(2 pts) Speaker appeared poised and confident	
(Possible 33) Total Score:				