

## Oratory Writing to Incite Change

**Directions:** You will select a contemporary social issue in the United States. Then, you will research the issue, finding evidence to support your claim. You will then write a speech that informs your audience on the status of the issue, empowers those who feel marginalized, and persuades your audience to side with your claim/take action.

### Step 1: Selection

- Pick a contemporary social issue in the United States
- Find at least 3 reliable articles on your topic

### Step 2: Research

- Take notes on your topic
  - What is the problem
  - Who does it impact
  - How does it impact this group
  - What caused the issue or why does it still exist
  - What can people do to rectify the issue

### Step 3: Writing

- Outline your speech, using an organizational structure that clearly outlines your ideas and appropriately develops your argument
- Write a draft of a speech that uses logos and pathos
- Add written speech techniques to your draft
- Determine how and where to add delivery cues to your speech

### Step 4: Revision

- Check for 2 examples of logos and 3 examples of pathos
- Check for at least 4 different kinds of subtle, sophisticated, and effective uses of written speech techniques
- Check for at least 2 examples of each kind of delivery cue used in subtle, sophisticated, and effective way

### Step 5: Explanation

- Identify your examples of persuasive strategies, written techniques, and delivery cues
- Explain how you use the persuasive strategies, written techniques, and delivery cues to develop your argument and depict your purpose

### Step 6: Practice

- Practice delivery of your speech
- Tape your speech

## Speech Rubric

### Content – \_\_\_\_ / 15 points

- 2 clear, effective examples of logos \_\_\_\_\_/2 point
- 3 clear, effective examples of pathos \_\_\_\_\_/3 point
- 4 different kinds of sophisticated, subtle, effective written oratory strategies identified \_\_\_\_\_/4 point
- 2 sophisticated, subtle, effective examples of each delivery strategy \_\_\_\_\_/2 points
- Clear thesis (claim/argument) \_\_\_\_\_/2 points
- Effective organizational structure \_\_\_\_\_/2 points

### Execution/Justification \_\_\_\_ / 20 points

- Organizational structure clearly and accurately Develops your theme and purpose \_\_\_\_\_/1 point
- Logos and pathos examples clearly, thoroughly, and accurately develop your theme and purpose \_\_\_\_\_/5 points
- Written oratory strategy examples clearly, thoroughly, and accurately develop your theme and purpose \_\_\_\_\_/8 points
- Delivery strategy examples clearly, thoroughly, and accurately develop your theme and purpose \_\_\_\_\_/6 points

### Delivery – \_\_\_\_ / 6 points

- Strong eye contact \_\_\_\_\_/1 point
- Loud, clear voice \_\_\_\_\_/1 point
- Easy to follow pacing \_\_\_\_\_/1 point
- Executes delivery strategies in performance \_\_\_\_\_/2 points
- Meets length requirements \_\_\_\_\_/1 point

### Poise – \_\_\_\_ / 4 points

- Confidence in delivery \_\_\_\_\_/1 point
- Good posture \_\_\_\_\_/1 point
- Correct pronunciation \_\_\_\_\_/1 point
- Clearly practiced speech beforehand \_\_\_\_\_/1 point

\_\_\_\_ / 50 = \_\_\_\_