

Signature Assignment for Core Student Learning Outcome #2

Course: Communication 160
Instructor: Joshua Young
Assignment Title: Advocacy Speech

Outcome to be assessed: Divine Word College graduates will have acquired effective written and oral communication skills to be able to express themselves appropriately while presenting to or interacting with widely diverse audiences.

Assignment Description: For your final speech, you will present a speech that persuades audience members to do something for a Church missionary group. You will focus on the giving of time, talent, or treasure to a mission and the persuasive elements to get people to voluntarily give them. You can pick a mission in your own congregation or whatever worthwhile mission you think deserves more of our support. This speech should be between 6-9 minutes long. Speeches should include a speaking outline and reference sheet, in APA style, to be turned in at the time of your speech performance. The speech will be graded using the speech evaluation form posted on Populi and will follow the Oral Communication rubric posted on Populi. This speech serves as the final exam and will be used as an assessment of the Student Learning Outcome for Oral and Written Communication. (200pts)

Requirements

- 6-9 minute speech
- 2-5 subtopics
- 6 sources minimum other than yourself, a dictionary, or an encyclopedia.
- 1 source minimum from an academic source
- Typed and well-developed speaking outline
- Notecard to speak from
- In-text citations and references page in APA format
- Follow the performance expectations discussed in class and outlined in the Oral Communication Rubric.
- Clear advocacy in nature

Guidelines

- Make it clear that the goal of your speech is to persuade/advocate for your chosen mission.

- Narrow your topic so that you are speaking in depth and not just in breadth.
- Define your topic by explaining what it is and what it is not.
- Be careful that all information in the speech is central to the thesis and not off on a tangent.
- Select the organizational pattern that best suits your topic. Especially those discussed in class.
- Organize your thoughts carefully.
- Limit ideas and information so that the audience will not experience information overload.
- Use transitions that make sense.
- Keep jargon to a minimum, and carefully define any technical terms used.
- Make sure all your information is presented clearly.
- Make sure all of your information is accurate.
- Use credible and appropriate sources, carefully checking quotes and citations.
- Become involved, both vocally and physically, in your delivery.
- Consider ethics as they apply to the speaker and listeners, even in the persuasive context.

Evaluation Criteria:

Assessment of the Student Learning Outcome will be done through the Oral Communication VALUE Rubric from the Association of American Colleges and Universities (see rubric for details).

Evaluation of skills includes:

- Organization- The ability to clearly and consistently present observable cohesive presentation
- Language- The ability to choose language that is compelling and appropriate to an audience
- Delivery- The ability to perform a presentation and is compelling and effective
- Supporting material- The ability to make use of effective evidence in an appropriate way
- Central message- The ability to create an overall oral presentation that advances the central thesis of the speaker.

Formatting:

Students are required to complete a speaking outline, as presented in class, with APA in-text citations and reference page. Oral performance should be formatted to meet the criteria explained in the rubric as discussed in class.

Possible Topics:

The topic must be chosen by the student, limited to the assignment description, and approved by the instructor.