**Rhetorical Speech Analysis Presentation**

**The Purpose**: Prepare a speech to inform your audience about the speech you’ve selected for your rhetorical analysis. Persuade your audience that your speaker was/was not effective in delivering his/her message. Use the tools and techniques of public speaking to:

* Explain who your speaker is/was
* Explain the occasion and audience of the speech,
* Explain the purpose and subject of the speech,
* Illustrate how your speaker used the tools of rhetoric (appeals, rhetorical devices, fallacies) to deliver his/her message
* Convince your audience that your speaker was/was not effective in delivering his/her message

**The Specifics:**

* Four minute time requirement (30 second grace period on either side of four minutes.)
* Include no less than 3 quotations and 3 specific references to or from the speech
* Include commentary from at least one scholarly source (provide credit during the speech)
* One 4X6 notecard is permissible.
* Include one simple, colorful and large/easy to see digital visual aide that is incorporated into your speech. (Call attention to it DURING your speech. Do not wait until the beginning or end to make use of the visual aide.)
* Use proper public speaking skills including: timbre, register, prosody, etc.
* Be ready to be scored on both verbal and non verbal communication.
* Turn in a hard copy of your outline on the date you deliver the speech.

**Prepare:** Create an outline that mimics the following format:

**I. Introduction**: Here you will include all elements of the introduction.

**A. Attention Grabbe**r (Startling Statement, Shocking Statistic, Anecdote, Scenario)

**B. Significance and Relevance to you Audience** (Help your audience understand why t hey should care about the speech you’ve chosen.)

**C. Establish Your Credibility** (Convey to your audience how you’ve conducted your research and your analysis to become the “expert” you are about your selected speech.)

**D. Identify Your Thesis** (Explain that the purpose of your speech to explain how your chosen speaker used the tools of rhetoric to deliver his/ her message about \_\_\_\_ by [move to preview])

**E. Preview Your Information** (…by first explaining who your speaker is, second by giving background information about the occasion for the speak, and third by showing how the speaker used a variety of rhetorical devices, appeals, and fallacies to relay the message of the speech.)

(The introduction should take no more than 10% of your total speaking time.)

**II. Body:** These points are the main topics listed in your preview.

**A. Provide Background of the Speaker.** (Tell us the key factors about the speaker as those factors pertain to the speech you’ve selected for analysis – not birthdates, names of pets, college credentials.)

**1. Explain the Main Reasons the Speaker Gave the Speech**. (For this section, focus on the historical occasion of the speech and who or what the audience was for the speech.)

(By the end of the background section, we should be ready to understand a lot more about why this person’s speech is historical. The section should take about 25% -30% of the speech time.)

**B. Analysis of the Speaker** (For this part, you will choose a method of organization to explain how your speaker used the methods of persuasion [ethos, logos, pathos], rhetorical devices, common fallacies)

**1. Ethos**

a. Examples (possible rhetorical devices / fallacies included)

b. Quotation

c. Explanation/Analysis

**2. Pathos**

a. Examples (possible rhetorical devices / fallacies included)

b. Quotations

c. Explanation/Analysis

**3. Logos**

a. Examples (possible rhetorical devices / fallacies included)

b. Quotations

c. Explanation/Analysis

II. **Conclusion:** Bring Closure to Your Speech

**A. Transition Effectively Into the Conclusion**

**B. Convince your audience that your speaker was/was not effective in delivering his/her message**

**C. Restate the Thesis**

**D. Recap the Main Points.**

**E. Add a Clincher** (This is similar to the attention grabber from your intro. Leave your listeners wanting more.)