

Ron and Jane Graham School of Professional Development
College of Engineering
Public Speaking Competition
Persuasive Speech Strategy Report
DUE
Friday, February 17th, 2023

Date: _____

Name: _____

Name of your RCM 200/300 or RCM 401 Instructor: _____

Your college and discipline or major: _____

**Please write in complete sentences and answer each question fully.
The six competitors will be selected based on the quality of this report
and on your RCM 200 instructor's recommendation.**

1. Briefly outline your public speaking experience.
2. What action will you persuade the audience to take, or what belief or attitude will you persuade the audience to adopt, as a result of hearing your speech? (ie. I want my audience to *insert verb*, or I want my audience to believe that _____).
3. What is the rhetorical exigence (or problem) to which your speech responds?
4. Why should your audience care about the exigence? How is it an exigence in their lives? "What's in it for them?"
5. Which values, beliefs, and experiences of the audience will your speech need to acknowledge for you to build relation or create common ground with the audience?
6. What constraints will you face? How might your audience resist you?
7. What specific ethos, logos, and pathos appeals will you use to engage and persuade your audience and to overcome the constraints you identified in the previous question? Comment separately on each mode of appeal. What enabling strategy, if any, will you use to make it easier for the audience to act on your proposal or to adopt your belief?
8. What is your own interest in or commitment to this topic?
9. What research do you need to do to have sufficient evidence to support your claims? Cite any sources you have consulted or will use.
10. Attach a brief, or preliminary, outline of your speech.