

Persuasive Group Speech Assignment and Grading Criteria



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Objectives

The persuasive group assignment is intended to help students reach the following goals:

1. To identify and evaluate the legitimacy of the various arguments that comprise a controversial issue
2. To find, select, and evaluate sources that support or refute perspectives on a controversial issue
3. To construct and communicate well reasoned arguments with clarity and adequate support
4. To practice the skills of producing messages that are responsive to the concerns and interests of others
5. To practice voicing one's own opinion
6. To sharpen presentational skills both verbal and nonverbal
7. To practice cooperative group skills (collaboration, compromise, assertiveness) and conflict management strategies when necessary

Purpose

The purpose of the persuasive group assignment is to present a credible and convincing argument in support of a change or continuation in an area of policy through various perspectives or points of view on a controversial topic.

Topic

The topic of the presentation should be some issue that is not only timely and controversial, but also can be linked to an existing on campus organization. All final topics must be cleared through the instructor. Remember audience analysis procedures for topic selection. A list of possible topics can be found at the end of this packet.

Assignment

Students will work in groups in order to relate campus organizations to current controversial societal issues. Students are expected to present a persuasive group speech to their classmates based on an issue that they feel is relevant to the organization that they are advocating for.

Format

The format for Communication 110 is quite flexible. In fact, students are encouraged to be creative. The group presentation may take on a variety of formats, however, students are reminded that they are expected to present themselves as experts on their campus organization and linkable controversial topic that the group chooses. In deciding upon a format, groups are encouraged to utilize a moderator in order to help create transitions between main topics and stabilize the flow of the entire presentation.

Time Limits

Each group will have approximately 50 minutes to present the topic and 10 minutes for questions or comments from the audience. Points (5) will be deducted for each entire minute over or under the entire time limit. PRACTICE – PRACTICE – PRACTICE and time yourselves before the presentation.

Outline and References

The group will provide a collective typed outline which will follow the same format utilized for the informative speeches, which includes: an introduction, body, and conclusion. In addition, groups may also choose to create a script. However, it is expected that an extemporaneous delivery style will be utilized at the time of the presentation (each group member may not use more than 5 note cards- detailing only the speaking outline). This assignment requires a minimum of 5 sources for each group member formatted in APA style on a reference page at the end of the preparation outline. For example, if you have 5 members in your group you must have 25 sources cited in APA style on a reference page at the time of your group presentation. All of the sources cited on your reference page must be orally cited at some point during the presentation.

Videotaping

One member of the group will provide the videotape for the group. After the presentation the group will meet to view the tape or will arrange a convenient mechanism to pass the tape efficiently among the members. Every member of the group will individually evaluate their own performance, group performance, and peer performance / effort.

Evaluation

The group project and presentation is intended to be a “group effort”. For that reason, 100 of the total 200 total points possible for the Group project will be based on overall group performance. Every member of the group will receive the same number of group points. Individual delivery will receive 40 points of the total 200. Anonymous group evaluations will be worth 20 points given to each student by his or her fellow group members at the completion of the Group presentation. Social Group activity and Group Service activity will account for 30 of the 200 group points. The remaining 10 points will be attributed to organizational contact and attendance of 1 organizational meeting and interview.

Evaluation List

Group Points	100
Individual delivery	40

Anonymous Group Evaluations	20
Interview of Organization Leader	5
Attendance of 1 Organizational meeting	5
Social Group Activity	10
Group Service Activity	20
Total	200

Research

If you have questions about research please utilize our class librarian or visit me during office hours. We are both more than willing to help you with this task.

Possible Group Topics Organized by Campus Organization

Alternative Spring Break (ASB)

President: Ashley Velon avelon@ilstu.edu

Advisor: Harriett Steinbach hmstein@ilstu.edu

Primary Type: Service

Secondary Type: Social Issues

Purpose: The purpose of Alternative Spring Break (ASB) is to provide students with an interactive, fun, volunteer experience that teaches them about cultural and social issues by connecting them with a new and different community and involving them in service to that community. The goal of ASB is to move enthusiastic, giving students from being heartfelt volunteers toward becoming active, lifelong, participatory citizens and agents for social change, committed to social justice. This goal can be accomplished by encouraging students to examine the root issues of social injustice, and begin to develop an understanding of the world around them. Be the change you want to see in the world. ~ Ghandi

Website: <http://www.deanofstudents.ilstu.edu/involved/leadership/alternative-spring-break/index.shtml>

Possible Group Topics:

Students should volunteer on campus and in their communities.

Students should find alternative ways to understand the world around them.

Best Buddies

President: Molly Keith subestbuddies@gmail.com

Advisor: E. Paula Crowley epcrowl@ilstu.edu

Primary Type: Service

Purpose: The mission of Best Buddies is to enhance the lives of people with intellectual disabilities by providing opportunities for one to one friendships and integrated employment.

Website: <http://www.bestbuddies.org>

Possible Group Topics:

Education policy

Volunteerism

Colleges Against Cancer

President: Anthony Calderala ISURelay4Life@gmail.com

Advisor: Erin Pearce eepearc@ilstu.edu

Primary Type: Service

Purpose: To promote advocacy, cancer control, Relay For Life, and survivorship.

Website: <http://www.acsevents.org/relay/il/isu>

Possible Group Topics:

Funding Cancer Research

Federal Health Policy

Cancer prevention

FLAME

President: Jane and Erin (co-presidents) Wear and Brophy ebbroph@ilstu.edu

Advisor: Karen Pfost kspfost@ilstu.edu

Primary Type: Social Issues

Purpose: Feminist Majority Foundation FMF launched the campus program to inform young women of the very real threats to abortion access, women's rights, affirmative action, and gay/lesbian/bisexual/transgender rights posed by Right Wing extremists and to provide them with the organizing tools necessary to take action. The purposes of the Feminist Majority Leadership Alliance of Illinois State University will be: 1. To establish a broad constituency to work in pursuit of feminist ideals; social, political, and economic equality for all women. 2. To study and take action on national, campus, and local feminist issues and concerns. 3. To provide leadership and career building opportunities for feminist students. 4. To educate the college/university community about feminist issues. 5. To enhance feminist community on campus.

Website: <http://www.lilt.ilstu.edu/fmla>

Possible Group Topics:

- Women's rights
- Equality

Habitat for Humanity

President: Brent Heider baheid2@ilstu.edu

Advisor: Tom Gerschick tjgersch@ilstu.edu

Primary Type: Service

Purpose: Habitat for Humanity is a non-profit service organization committed to providing low-income housing for families in need. Through fundraising and hands-on construction, we are currently working on our ninth collegiate home in nine years. Proposed activities this year are various fundraisers, social events, and construction on the house every Saturday morning.

Website: <http://www.lilt.ilstu.edu/habitat>

Possible Group Topics:

- Homelessness
- Unemployment
- Rural / Urban Development

National Organization for Women (N.O.W)

President: Marissa Gaines mbgaine@ilstu.edu

Advisor: Bernard Tamas btamas@ilstu.edu

Primary Type: Social Issues

Secondary Type: Academic/Departmental

Purpose: NOW's official priorities include pressing for an amendment to the US constitution that will permanently guarantee equal rights for women; achieving economic justice; championing abortion rights; reproductive-justice and other women's health issues; supporting civil rights for all and stopping racism; opposing discrimination against lesbians and gays; and ending violence against women.

Possible Group Topics:

Reproductive Rights
Economic Justice
Women's rights
Equality

Outdoor Adventure Coordinator Club

President: Clint Meyer cemeyer@ilstu.edu

Advisor: Douglas McCarty dlmccar@ilstu.edu

Primary Type: Recreational

Secondary Type: Recreational

Purpose: The purpose of the Outdoor Adventure Coordinator Club is to increase environmental awareness in the ISU community. It does this by organizing environmental presentations and by helping to plan and organize trips through Recreation Services Outdoor adventure program.

Website: <http://www.rec.ilstu.edu/trips/>

Possible Group Topics:

Global Warming

Obesity

Habitat destruction

Stress management

Peer Education

President: Carissa Shoultz cnsoul@ilstu.edu

Advisor: Jim Almeda jralmed@ilstu.edu

Primary Type: Social Issues

Purpose: Student Health Service Health Promotion Office Peer Education provides an opportunity for students to promote positive lifestyle choices among fellow students as well as sharpen and practice developing professional skills. Training is provided by the Student Health Service Health Promotion Office to students who are interested in learning more about college health issues such as: alcohol and drugs, sexual health, HIV/AIDS, stress management, and other topics. Peer Educators then take the information they have learned and plan activities and programs to reach college students with this information. The Peer Education mission statement is: A volunteer student organization striving to promote healthy behaviors and lifestyles to Illinois State University and the local community through a variety of programs and services. The philosophy of Peer Education is that people obtain and value information and opinions from their peers. The role of a trained peer educator is to provide information, serve as a referral resource, facilitate learning, listen actively to identify the needs and concerns of students, and be a role model for healthy lifestyle choices.

Website: http://www.shs.ilstu.edu/hpo/peer_ed/

Possible Group Topic:

Alcohol and drugs

Sexual Health

HIV/AIDS

Red Alert

President: Ryan Cullen rbculle@ilstu.edu

Advisor: Kristin Scott klscot2@ilstu.edu

Primary Type: General

Purpose: It shall be the purpose of Red Alert to inform the Illinois State student body of all home athletic events, create a fun atmosphere during all home games, and assist the marketing department in the planning and execution of promotions aimed at attracting students to athletic events.

Website: <http://gorebirds.cstv.com/ot/ilstu-redalert.html>

Possible Group Topics:

- College Culture
- College athletics
- Peer Pressure / initiation / hazing
- Cult Culture

STAND: Student Anti-Genocide Coalition

President: Anna Hanna athanna@ilstu.edu

Advisor: Amentahru Walhrab awahlra@ilstu.edu

Primary Type: Social Issues

Secondary Type: Political

Purpose: The purpose of STAND is to educate others on Darfur, raise relief funds, and advocate for political action.

Website: **Error! Hyperlink reference not valid.**

Possible Group Topics:

- The United Nations
- International Policy
- Genocide

This is not a comprehensive list of possible organization that you could work with, for more options visit <http://www.deanofstudents.ilstu.edu/involved/rso/list/all>.

Social Group Activity Criteria (10 pts)

The purpose of this activity is to allow group members to establish a rapport with one another outside of the classroom.

Objectives

- Identify group norms and roles
- Become familiar with project group members

Overview of Social Activity

Group members are expected to attend a social on campus activity as a group and reflect on the experience. All members of the group must be present in order for the activity to count as the Social Group Activity. Following the activity, each member of the group must individually write a one page paper describing the roles that each member of the group took. For a description of group norms and roles see page 224-227 of text book.

Evaluation Criteria

Activity attended by all group members	5
Writing	
Formal Writing Style	1
Proofread	1
Follows writing tips in spiral	1
Application	
Each Group Members Role explained	2

Group Service Activity (20pts.)

The purpose of this activity is to encourage students to become familiar with community and societal needs through a holiday drive. Students will collect items that will be donated to various organizations in the Bloomington /Normal community.

Objectives

- To increase students' awareness of various needs in their community.
- To increase students' awareness of their potential positive impact on their community.

Overview of the Holiday Collection Drive

To encourage participation among Com 110 students, the Drive will feature a competition between COM 110 sections. The Com 110 section contributing the most toward the drive will win a pizza party and certificates for each member of the class.

Moreover, the group in this class who is able to collect the most items for the drive will receive 5 bonus points towards their final group project grade. With a project of this magnitude 5 points may be the difference of a letter grade.

Students are encouraged to use persuasive Face-to- Face communication to entice peers to donate items for the holiday drive to their group using the persuasive appeals used in class.

Following the service activity each student will write a one page paper reflecting on their experience. Each student will also explain how they used persuasive appeals to gather items for the Holiday Drive.

Evaluation Criteria

Activity participated in by all group members	10
Writing	
Formal Writing Style	2
Proofread	2
Follows writing tips in spiral	2
Application	
Use of persuasive appeals explained	4

Organizational Contact and Attendance of Organizational Meeting (10pts)

The purpose of this activity is to familiarize students with societal issues that current groups on campus are trying to combat.

Objectives

- Understand the purpose of the organization
- Make contact with organization leadership
- Professionally interview organization leadership
- Attend 1 organization meeting
- Apply critical thinking and listening (chapter 15) to out of classroom scenarios

Overview of contact and attendance

Students are expected to work as a group to determine which on campus organization they would like to work with on campus. Every member of the group is expected to participate in interviewing the leadership of the organization and attending one organizational meeting. Answers to interview questions may be utilized as a source within the persuasive group presentation. Students should ask about the purpose of the organization, how students can get involved, and current things that the group is doing to make a difference on campus. While attending the meeting students will be expected to treat all members of the organization with the highest amount of respect and report to the class about their experience.

Evaluation Criteria

Contact interview	5
Attendance of meeting	5

NOTE: All members of the group must be able to demonstrate that they participated in both of these elements.