

Communication Studies Proficiency Exam

Part 2, Persuasive Speech Description & Guidelines

*Contact cmst101proficiency@siu.edu to set up a time for your speech within three weeks *after* the date on the email notifying you that you passed Part 1.

- I. You are to present an 8-10 minute persuasive, public advocacy speech with the following theme: Communication, Self, and Society
 - A. You should consult the CMST 101 textbook, ***Introduction to the Speechmaking Process, 14th ed.*** to help you in understanding what a public advocacy speech might look like.
 - B. You should consult the other CMST 101 textbook, ***Introduction to Oral Communication Workbook***, to help you in understanding the nuts and bolts of general audience public speech construction.
 1. You are expected to demonstrate a high level of competency on key criteria befitting a university-level speech performance.
 2. The speech should exhibit all the traits of a well-informed and engaging message.
 3. Remember that, should you pass this final part, you will be earning three credit hours towards your degree. As such, the evaluation committee expects a high level of preparation and presentation.
 - C. In your speech, you should use at least 3-5 sources of at least three different types. In addition to consulting the course texts, <http://libguides.lib.siu.edu/cmst101> may help ensure correct oral citations.
 1. The textbook (*Introduction to the Speechmaking Process, 14th ed.*) can (but does not have to) count as one source.
 2. Other acceptable sources include:
 - a. Peer-reviewed journal article
 - b. Newspaper articles (on-line newspapers are OK)
 - c. Magazine articles (on-line magazines are OK)
 - d. Books/e-books
 - e. Credible websites
 - f. Credible web articles
 - g. Interviews from applicable and appropriate sources
 3. Your sources should be correctly cited according to either APA or MLA style.
 4. You should correctly cite your sources orally within your speech.
 5. You should correctly cite your sources in written form on your outline (see section II.A below).
 6. **Speeches with no oral citations will receive an automatic “no pass.”**
 - D. The speech should demonstrate elements of effective organization as well as effective oral and physical delivery.
 - E. You are evaluated on both the content and presentation of your speech.
 - F. You may use your outline to speak, or use notecards.
 - G. **Speeches that sound read or memorized are subject to receive a result of “fail.”**
- II. Additionally, you are evaluated on the written materials described below.
 - A. You must prepare a typed preparation outline (which includes your list of references);

bring 2 typed copies of your outline with you when you present your speech. This outline can either be full-sentence, phrase, or keyword, and it can be the same outline you use as your notes during your speech (if you speak from an outline rather than from notecards).

B. If you do not bring your outline, you will not be allowed to attempt Part II.

C. You are expected to use at least 3-5 sources of information (supporting material).

1. See section I.C. above for detailed information regarding sources.

2. These should be of at least three different types.

3. You should cite your sources (prepared using APA or MLA style) during the speech, within your outline, and in a reference page at the end of your outline.

4. **Speeches with no correct verbal citations receive an automatic failing evaluation, regardless of how well done the speech and the written materials are.**

D. You should bring two copies of the outline, including your list of references, with you on the day you present your persuasive speech. These materials are used in the final assessment of your proficiency.

III. The decision of the evaluation committee is final.

A. The committee is composed of the Assistant Introductory Course Director, and at least one other instructor who teaches CMST 101.

B. Your SIU email address will be used to notify you of the committee's decision.

C. If you have not heard from the committee within three business days after you give your speech, please contact cmst101proficiency@siu.edu.