

Unit Two Speech (S1)

Prepare and deliver a speech, *no more than five minutes long*, presenting some aspect(s) of your Unit Two essay.

As the essay itself is probably too long to present or even adequately summarize in a five-minute speech, you should refine and focus your speech by choosing only certain parts of your essay to emphasize in the speech. There are a number of ways to do this, and you should choose the way that makes your speech most compelling, highlighting the most interesting aspects of your essay. Perhaps the specific case is the most fascinating part of your essay, so that the best speech will present this case with lots of detail. Perhaps the underlying ethical dilemma is the hardest-hitting dimension of your essay, in which case you would focus on laying out this dilemma in your speech and showing how intractable or complex it is. Perhaps the greatest fascination of your essay lies in the way in which it links ethics to the context of the Internet, in which case this link would be the best focus for your speech. Note that even though you will focus more narrowly in your speech, you need not ignore completely the other parts of your essay, which might be mentioned in passing.

Objectives: The aim of your speech is to intrigue your audience, convincing them that your subject matter deserves attention and further thought. As with a good essay, your speech needn't demonstrate that you have the answers to the questions you raise, but it should show that these questions are not easily answered, that there is a difficulty and challenge in your topic. Successful speeches will be delivered smoothly and confidently, with clear and articulate elocution and a command over the audience.

Research: Presumably, all necessary research will have already been done as part of the essay-writing process. Bear in mind that persuasive speaking often means demonstrating an expertise, and while the presentation of statistics and other facts risks overwhelming your audience, it can also go a long way toward convincing your audience that you have thoroughly researched and understood your topic. Further, it is often persuasive to give concrete examples both to evince your claims and to augment the impact of your words with vivid stories or heart-rending anecdotes. Assume you are speaking to an audience of intelligent skeptics, who will not choose to agree unless you give them compelling reasons. At the same time, be careful to help your audience to see the big picture, rather than getting lost in lots of interesting but "small" details.

Criteria: You will be judged on both the form and content of your speech. Formal elements include your pace, tone of voice, gestures, eye contact, stance, fluidity, and your general charisma or bearing. Your speech should be dynamic and spirited, with a sense of conviction, expertise, and affability. (You will not be judged on the quality of your attire, so feel free to wear what you would wear to class any other day. On the other hand, the t-shirt with mold growing under the armpits can't help but give a certain impression.) Elements of content include the quality and originality of your ideas, the structure of your speech, your sensitivity to your audience, your choice of words and sentence structures, your use of compelling imagery, examples, and rhetorical tropes, and the cumulative

force of your argument. Bear in mind that while images, analogies, anaphora, litotes, alliteration, and other rhetorical techniques can greatly enhance the power of a speech, these techniques must be appropriate to the context rather than contrived. You are often better off saying something in the most straightforward way possible, rather than risking the confusion of a metaphor that doesn't quite work.

Format: Speeches will be spread out over two days of class, Thursday, October 20, and Tuesday, October 25. (We may have to take more time, depending on how quickly the speeches go.) All speeches should be prepared for the first day, as speakers will be chosen at random on that day. We have lots of speeches to get through, so please be ready when your name is called. After your five-minute presentation, there will be some time for brief questions from the audience to which you are expected to respond intelligently and compellingly. Following the question-and-answer session, we will critique your speech as a group. Throughout your presentation, including the question period, you are advised to maintain a professional demeanor, though this does not mean that you must be formal or stiff.

Presentation: You can read, speak from notes, or deliver your talk from memory, but know that the most effective speeches have at least the appearance of a certain spontaneity. A speaker who reads verbatim from a sheet of paper invites doubt as to her sincerity and expertise. Whatever method you choose, *you would be well advised to practice*, probably a few times, to avoid stumbling during your presentation and to ensure that your speech fits in the allotted five minutes.

Though you should keep a copy of the notes or full text of your speech, you do not need to submit anything in conjunction with this assignment.