

Cengage Created Assignments and Rubrics for Speech Studio

The following assignments and associated rubrics are currently available in the Speech Studio system. Rubrics can be selected and assignments can be used as is, or edited, within the system. We also thought it important to provide them to you in an easy to use document.

- Impromptu Introduction Speech Assignment
- Informative Speech Assignment
- Persuasive Speech Assignment
- Invitational Speech Assignment
- Narrative Speech Assignment
- Ceremonial Speech Assignment (coming soon)
- Group Presentation

Impromptu Introduction Speech Assignment

Duration: 1-3 minutes

Public speaking is, at its heart, about getting to know one another better – beliefs, opinions, and experiences. It is also a proven fact that public speaking is an easier undertaking once a speaker knows their audience better. Therefore, this first assignment will serve two central purposes: to allow us as audience members and fellow speakers to get to know you better and allow you as an audience member and fellow speaker to get to know your classmates better. All of you will be given 10 minutes to collect your thoughts and jot down some minimal notes for a brief impromptu speech about yourself. You can talk about any aspects of your life and identity that you think might be interesting to share and you can do so in whatever style you like – be creative! Please use only the 10 minutes allotted for preparation and then listen attentively to your fellow classmates' speeches until it is your turn to speak. These speeches should be fun for both us and you so try not to get weighed down by the anxiety that often accompanies public speaking. There is no judgment involved in these speeches (of the grade type or otherwise) as there is no wrong way to talk about yourself – just enjoy!

Impromptu Introduction Rubric

- Introduction: Attention Gained
- Introduction: Credibility Established
- Body: Structure Clear/Logical

Body: Audience Adaptation Utilized
Body: Language Clear/Appropriate
Delivery: Sustained Eye Contact
Delivery: Engaging Energy
Delivery: Confident Tone/Volume
Delivery: Confident Stance/Gestures
Delivery: Notes Used Well
Delivery: Impromptu
Conclusion: Close Signaled
Conclusion: Closed with Strength

Informative Speech Assignment

Duration: 5-8 minutes

Relaying and gathering information is something that makes it possible for us to gain an understanding of the world around us as well as those inhabiting it with us. We inform others of who we are – both consciously and unconsciously – through what we say and do, and we gather the same information about those around us. Similarly, we gain an understanding of our world – its history, culture, and norms – through information. The significance of both information and the ways in which it is relayed cannot be overlooked, and for this reason you will be asked to explore both in this assignment.

Informative speaking has three central goals: relaying *useful information* in an *interesting manner* while maintaining a *neutral, non-biased tone*. For this assignment you will be required to meet all three of these goals in presenting your informative speech on the topic of your choice. Part of choosing a topic for this speech will be determining how your audience might use this information in their own lives and making that use explicit in your speech itself. Your preparation of the speech will require a consideration of how you can present this information in a style that is interesting and compelling to your audience and implementing that style. In addition, your preparation will also involve insuring that any biases you have on your topic do not come through in your presentation of the material. This is not the speech for topics about which you hold strong opinions – save those for your persuasive speech. In order to craft the best possible speech, you will be asked to meet the following guidelines:

- Determine the type of informative speech your topic represents (object, person, process, event, or concept) and prepare it accordingly.
- Prepare your speech thoroughly, utilizing a well thought-out organization. You will be required to prepare and turn in a full sentence outline, which should

- represent your speech in its entirety. The outline should be about 3-5 pages in length.
- Research your speech. Please use at least 6 current and trustworthy sources in the writing of your speech. These sources should be cited in your outline, listed in a bibliography at the end of your outline, and cited orally in the speech itself.
 - Deliver your speech extemporaneously. Once you have written your outline you will translate it into speaking notes, which must be on note cards. Remember that extemporaneous delivery requires a natural, conversational style that cannot be achieved if you are reading to your audience. Therefore, put as little as possible on your note cards to simply keep you on track organizationally, allowing the exact wording to come to you in the moment of speaking, as it would in a conversation. It is your preparation (both in researching and outlining) that should provide the body of your speech. Your notes should be thought of as merely a skeleton.
 - Use at least one visual aid in presenting your speech. There are two things that every visual aid should be: professional and useful. Please consider the quality and content of your visual – you should be comfortable using it in a professional presentation. Likewise, consider if the visual enhances your audience’s understanding of your material in a productive way. If it does then it is a useful visual.

Informative Rubric

- Introduction: Attention Gained
- Introduction: Topic/Thesis Stated Clearly
- Introduction: Topic Appropriate
- Introduction: Credibility Established
- Introduction: Main Points Previewed
- Body: Structure Clear/Logical
- Body: Transitions Used Well
- Body: Information Presented in a Non-Biased Manner
- Body: Usefulness of Information Clear
- Body: Sources Cited
- Body: Evidence Quality
- Body: Audience Adaptation Utilized
- Body: Language Clear/Appropriate
- Delivery: Sustained Eye Contact
- Delivery: Engaging Energy
- Delivery: Confident Tone/Volume
- Delivery: Confident Stance/Gestures
- Delivery: Notes Used Well
- Delivery: Extemporaneous

Visuals: Professional
Visuals: Useful
Visuals: Displayed Appropriately
Conclusion: Close Signaled
Conclusion: Purpose Reinforced
Conclusion: Review Offered
Conclusion: Closed with Strength
Outline: Appropriate Detail
Outline: Full Sentence
Outline: Professional Presentation
Outline: Sources Cited
Outline: Bibliography

Persuasive Speech Assignment

Duration: 5-8 minutes

Persuasive communication is something that we all engage in on a daily basis. Whether attempting to talk your way out of a speeding ticket or simply trying to convince your partner to go to the restaurant that you prefer for dinner, persuasion is a significant part of our communication as human beings. And regardless of the style that the communication takes – be it public speaking or everyday conversation – persuasion is always about change: changing attitudes, changing beliefs, and/or changing behaviors. Persuasion is how we alter the world around us, in both big and small ways. And when it is at its best, persuasion is how we make the world a better place.

Therefore, in order to build your skills in this vital, change-making area of communication, you will deliver a persuasive speech on a controversial topic of your choosing. It is important that you choose a topic that both interests and excites you, as this will add to the overall quality of your speech. Furthermore, remember that “controversial” means that there is disagreement within our society about the topic, so be sure to frame your speech around that aspect of the issue. For example, while no one would disagree with the statement “child abuse is bad,” many people disagree when it comes to how we deal with and legislate around the issue of child abuse. Once you have focused your topic on controversy, you must then determine your stance on the issue and build your speech around it, making a clear claim, supporting that claim with diverse, quality evidence, and utilizing solid and ethical reasoning and logic. In order to craft the best possible speech, you will be asked to meet the following guidelines:

- Prepare your speech thoroughly, utilizing a well thought-out organization. You will be required to prepare and turn in a full sentence outline, which should

- represent your speech in its entirety. The outline should be about 3-5 pages in length.
- Research your speech. Please use at least 6 current and trustworthy sources in the writing of your speech. These sources should be cited in your outline, listed in a bibliography at the end of your outline, and cited orally in the speech itself.
 - Deliver your speech extemporaneously. Once you have written your outline you will translate it into speaking notes, which must be on note cards. Remember that extemporaneous delivery requires a natural, conversational style that cannot be achieved if you are reading to your audience. Therefore, put as little as possible on your note cards to simply keep you on track organizationally, allowing the exact wording to come to you in the moment of speaking, as it would in a conversation. It is your preparation (both in researching and outlining) that should provide the body of your speech, your notes should be thought of as merely a skeleton.
 - Use at least one visual aid in presenting your speech. There are two things that every visual aid should be: professional and useful. Please consider the quality and content of your visual – you should be comfortable using it in a professional presentation. Likewise, consider if the visual enhances your audience’s understanding of your material in a productive way. If it does then it is a useful visual.

Persuasive Rubric

- Introduction: Attention Gained
- Introduction: Topic/Thesis Stated Clearly
- Introduction: Topic Appropriate
- Introduction: Credibility Established
- Introduction: Main Points Previewed
- Body: Structure Clear/Logical
- Body: Transitions Used Well
- Body: Reasoning Sound/Ethical
- Body: Sources Cited
- Body: Evidence Quality
- Body: Ethos/Pathos/Logos/Mythos used appropriately
- Body: Audience Adaptation Utilized
- Body: Language Clear/Appropriate
- Delivery: Sustained Eye Contact
- Delivery: Engaging Energy
- Delivery: Confident Tone/Volume
- Delivery: Confident Stance/Gestures
- Delivery: Notes Used Well
- Delivery: Extemporaneous

Visuals: Professional
Visuals: Useful
Visuals: Displayed Appropriately
Conclusion: Close Signaled
Conclusion: Purpose Reinforced
Conclusion: Review Offered
Conclusion: Closed with Strength
Outline: Appropriate Detail
Outline: Full Sentence
Outline: Professional Presentation
Outline: Sources Cited
Outline: Bibliography

Invitational Speech Assignment

Duration: 10-12 minutes (speech), 5-10 minutes (discussion)

An invitation is something that we usually regard with pleasure. It can mean a large gathering for the purpose of celebration or even just an intimate dinner with an old friend. Regardless, an invitation represents your significance and value to someone else, it means that your presence, your unique identity is wanted and appreciated. Invitational speaking, not unlike a literal invitation, embodies this spirit of respecting and valuing not just what brings us together but what sets us apart as individuals.

For this assignment you will be creating an invitational speech on a controversial subject matter of your choice. Your distinct purpose is not to change your audience members' minds on the issue but to help them understand both the intricacies of the issue as well as your feelings on and experiences with the issue better. Once they have this understanding you should then encourage a productive discussion on the subject matter amongst your audience members to enhance everyone's understanding (including your own) further. This speech represents a transition from the neutral, largely non-controversial topics of the informative realm to the controversy and disagreement of the persuasive realm. While the informative speech is about relaying information and the persuasive speech is about change, the invitational speech is about creating a greater understanding – something in which one must be proficient before attempting change. In order to craft the best possible speech, you will be asked to meet the following guidelines:

- Create the necessary conditions for an invitational speech (equality, value, & self determination) through your structuring and language use. Remember that all three conditions must be present at all times for your speech and discussion to be truly invitational.

- Determine which type of invitational speech you want to give (exploring an issue or articulating a position), based both upon your topic choice and your feelings about it, and prepare it accordingly.
- Prepare your speech thoroughly, utilizing a well thought-out organization. You will be required to prepare and turn in a full sentence outline, which should represent your speech and discussion preparation in its entirety. The outline, including your questions and information for discussion prompting, should be about 6-8 pages in length.
- Research your speech. Please use at least 8 current and trustworthy sources in the writing of your speech. These sources should be cited in your outline, listed in a bibliography at the end of your outline, and cited orally in the speech/discussion itself.
- Deliver your speech extemporaneously. Once you have written your outline you will translate it into speaking notes, which must be on note cards. Remember that extemporaneous delivery requires a natural, conversational style that cannot be achieved if you are reading to your audience. Therefore, put as little as possible on your note cards to simply keep you on track organizationally, allowing the exact wording to come to you in the moment of speaking, as it would in a conversation. It is your preparation (both in researching and outlining) that should provide the body of your speech, your notes should be thought of as merely a skeleton.
- Use at least one visual aid in presenting your speech. There are two things that every visual aid should be: professional and useful. Please consider the quality and content of your visual – you should be comfortable using it in a professional presentation. Likewise, consider if the visual enhances your audience’s understanding of your material in a productive way. If it does then it is a useful visual.

Invitational Rubric

Introduction: Attention Gained
Introduction: Topic/Thesis Stated Clearly
Introduction: Topic Appropriate
Introduction: Credibility Established
Introduction: Spirit of Mutual Recognition Established
Introduction: Invitational Type Clear
Introduction: Main Points Previewed
Body: Structure Clear/Logical
Body: Transitions Used Well
Body: Reasoning Sound/Ethical
Body: Tone Invitational in Nature

Body: Sources Cited
Body: Evidence Quality
Body: Ethos/Pathos/Logos/Mythos used appropriately
Body: Audience Adaptation Utilized
Body: Condition of Equality Established Clearly
Body: Condition of Value Established Clearly
Body: Condition of Self-Determination Established Clearly
Body: Language Clear/Invitational
Delivery: Sustained Eye Contact
Delivery: Engaging Energy
Delivery: Confident Tone/Volume
Delivery: Confident Stance/Gestures
Delivery: Notes Used Well
Delivery: Extemporaneous
Visuals: Professional
Visuals: Useful
Visuals: Displayed Appropriately
Conclusion: Close Signaled
Conclusion: Invitational Tone Reinforced
Conclusion: Review Offered
Conclusion: Closed with Strength
Discussion: Openness to Other Perspectives Displayed
Discussion: Open & Honest Dialogue Encouraged/Valued
Discussion: Overall Quality of Discussion
Outline: Appropriate Detail
Outline: Full Sentence
Outline: Professional Presentation
Outline: Sources Cited
Outline: Bibliography

Narrative Speech Assignment

Duration: 5-8 minutes

Storytelling is one of the oldest known forms of human communication. Humans have been telling stories to one another since the beginning of time in order to explain their life experiences and the world around them and gain an understanding of the experiences of others. Stories teach, entertain, and enhance our feelings of connectivity to one another, often doing all three things (and more) at once. The impact of storytelling on our lives and our world is too large to be measured. For this reason, this significant form of human communication will form the basis for this assignment.

Each of you will deliver a narrative speech, the purpose of which is to tell a story from your own life while focusing both on creating a solid narrative arc for maximum narrative impact and connecting to your audience through language use and delivery. The story should be something that has actually happened in your life as this will enhance your attachment to and passion for its telling as well as give us the opportunity to get to know you better. In order to create the best possible speech, you will be asked to meet the following guidelines:

- Prepare your story thoroughly in advance, writing it out in manuscript form, which should represent your story in its entirety. The manuscript should be about 2-4 typed, double spaced pages in length.
- Deliver your speech in the manuscript delivery style. What this means is that you will be reading to us from your prepared manuscript – so the exact wording will be in front of you. However, you should not be reading the entire story to us directly from the manuscript. Rather you should be familiar enough with the manuscript that you can still make good eye contact with your audience members and put the appropriate energy into the story’s re-telling. This will require extensive practice with your manuscript on your part prior to delivering the speech.
- While visuals are not a requirement of this assignment, it is up to you to determine whether or not they would enhance the presentation. If you do decide to use visuals they must meet the standards of usefulness and professionalism for this class.

Narrative Rubric

Introduction: Attention Gained
Introduction: Story Tone Established
Introduction: Topic/Tone Appropriate
Introduction: Narrative Credibility Established
Body: Story Easy to Follow
Body: Story Appropriately Detailed
Body: Story Follows a Narrative Arc
Body: Ethos/Pathos/Logos/Mythos used appropriately
Body: Audience Adaptation Utilized
Body: Language Clear
Body: Language Appropriate
Body: Language Creative
Delivery: Sustained Eye Contact
Delivery: Engaging Energy
Delivery: Confident Tone/Volume

Delivery: Confident Stance/Gestures
Delivery: Manuscript Used Well
Delivery: Manuscript Style
Visuals: Professional
Visuals: Useful
Visuals: Displayed Appropriately
Conclusion: Close Signaled
Conclusion: Tone Reinforced
Conclusion: Closed with Strength
Manuscript: Professional Presentation
Manuscript: Well Written

Ceremonial Speech Assignment (coming soon)

Duration: 5-8 minutes

Many scholars have proposed that ceremony is largely the glue that holds our society together. The rituals in which we engage – whether they be as simple as eating at the same time everyday or as elaborate as a wedding – give us structure to adhere to and connect us as humans through similarity of experience. Often, particularly at the more elaborate ceremonies, there is an impetus and a desire for something to be said, a presentation to be made, a speech to be given; people feel a need to acknowledge publicly the importance of the event that is occurring and it is often public speaking that is used to do so.

The significance of the events in which these types of speeches occur, as well as the high likelihood that you will be asked to give one at some point in your life, point to the importance of this speech type. Ceremonial speeches take the forms of graduation speeches, wedding toasts, eulogies at funerals, dedications of memorials, and many other speeches that celebrate achievements and/or help us move through transitional moments. The type of ceremonial speech you give is your choice but regardless of the type you must utilize skills in delivery and creative language choice to give your speech the maximum emotional impact. In order to create the best possible speech, you will be asked to meet the following guidelines:

- Clearly identify the type of ceremonial speech you are giving for your audience. This does not necessarily mean that you should announce it before your speech. In fact, it is often better if this is done creatively and worked organically into the introduction of the speech.

- Prepare your speech thoroughly in advance, writing it out in manuscript form, which should represent your speech in its entirety. The manuscript should be about 2-4 typed, double spaced pages in length.
- Deliver your speech in the manuscript delivery style. What this means is that you will be reading to us from your prepared manuscript – so the exact wording will be in front of you. However, you should not be reading the entire speech to us directly from the manuscript. Rather you should be familiar enough with the manuscript that you can still make good eye contact with your audience members and put the appropriate energy into the delivery. This will require extensive practice with your manuscript on your part prior to delivering the speech.
- While visuals are not a requirement of this assignment, it is up to you to determine whether or not they would enhance the presentation. If you do decide to use visuals they must meet the same standards of usefulness and professionalism that they do in other speeches.

Ceremonial Rubric

Introduction: Attention Gained
Introduction: Ceremonial Speech Type Established
Introduction: Topic/Tone Appropriate
Introduction: Ceremonial Credibility Established
Body: Speech Adheres to Specificities of Ceremony
Body: Ethos/Pathos/Logos/Mythos used appropriately
Body: Audience Adaptation Utilized
Body: Language Clear
Body: Language Appropriate
Body: Language Creative
Delivery: Sustained Eye Contact
Delivery: Engaging Energy
Delivery: Confident Tone/Volume
Delivery: Confident Stance/Gestures
Delivery: Notes/Manuscript Used Well
Delivery: Manuscript Style
Visuals: Professional
Visuals: Useful
Visuals: Displayed Appropriately
Conclusion: Close Signaled
Conclusion: Tone/Type Reinforced
Conclusion: Closed with Strength
Manuscript: Professional Presentation
Manuscript: Well Written

Group Presentation

Duration: 10-15 minutes

As human beings, we co-exist collectively. We work with others, we relax with others, and many of us live with others. And while public speaking can seem to be an individual activity, especially when preparing a speech, what we often forget is that our audience makes it a collective experience. Therefore, in order to further explore this collective nature of communication in general and public speaking specifically you will be delivering a group speech with 3 other members of the class.

This assignment will ask you to work as a collective of 4 in the preparation, practicing, and presentation of an informative speech. Having already delivered an informative speech individually, you should all be comfortable with the intricacies of this particular speech type, allowing you to focus more on the group dynamic of this assignment. The informative speech type and topic must be decided upon jointly, and all work in researching, crafting, and practicing the delivery of the speech must be done as a collective. For this reason, you will all receive the same, collective grade for this assignment, pending peer grades (see below). In order to create the best possible speech, your group will be asked to meet the following guidelines:

- Prepare your group speech thoroughly and jointly, utilizing a well thought-out organization. You will be required to prepare and turn in a full sentence outline, which should represent your presentation in its entirety. This means that all of the individual parts must be joined into one, cohesive outline. The outline should be about 5-7 pages in length.
- Research your presentation. Please use at least 6 current and trustworthy sources in the writing of your speech. These sources should be spread out evenly over the group members' parts, cited in your outline, listed in a bibliography at the end of your outline, and cited orally in the speech itself.
- Deliver your speech extemporaneously with a cohesive style between the group members. This will take practice by the group in its entirety. Once you have written your outline you will translate it into speaking notes, which must be on note cards. Remember that extemporaneous delivery requires a natural, conversational style that cannot be achieved if you are reading to your audience. Therefore, put as little as possible on your note cards to simply keep you on track organizationally, allowing the exact wording to come to you in the moment of speaking, as it would in a conversation. It is your preparation (both in researching and outlining) that should provide the body of your speech, your notes should be thought of as merely a skeleton. The 10-15 minutes that you are given to deliver

- this speech must be split evenly amongst all group members, so every member must speak for approximately the same amount of time.
- There are, of course, certain challenges to working in a group and decision-making is always more difficult when there are multiple opinions involved. Learning to successfully navigate these challenges collectively is the focus of this assignment. Therefore, you will all have the opportunity to “grade” the other members of the group. Each of you must turn in, with your group outline a grade for each member of the group (other than yourself) and a one-paragraph justification for that grade. These peer grades do have the ability to impact your final grade on this assignment.
 - While visuals are not a requirement of this assignment, it is up to your group to decide whether or not they would enhance the presentation. Remember that this decision, as all others in this assignment, must be made jointly. If you do decide to use visuals they must meet the same standards of usefulness and professionalism that they did in previous speeches.

Group Presentation

Introduction: Attention Gained
Introduction: Topic/Thesis Stated Clearly
Introduction: Topic Appropriate
Introduction: Credibility Established
Introduction: Main Points Previewed
Body: Structure Clear/Logical
Body: Transitions Between Members Effective
Body: Structure Cohesive Across Group Members
Body: Material Flows Together
Body: Information Presented in a Non-Biased Manner
Body: Usefulness of Information Clear
Body: Sources Cited
Body: Evidence Quality
Body: Audience Adaptation Utilized
Body: Language Clear/Appropriate
Delivery: Sustained Eye Contact
Delivery: Engaging & Cohesive Energy Between Group Members
Delivery: Confident Tone/Volume
Delivery: Confident Stance/Gestures
Delivery: Group Positioning/Movement Natural
Delivery: Notes Used Well
Delivery: Extemporaneous
Visuals: Professional
Visuals: Useful
Visuals: Displayed Appropriately

Conclusion: Close Signaled
Conclusion: Purpose Reinforced
Conclusion: Review Offered
Conclusion: Closed with Strength
Outline: Appropriate Detail
Outline: Full Sentence
Outline: Professional Presentation
Outline: Sources Cited
Outline: Bibliography