GROUP PRESENTATION USING THE MOTIVATED SEQUENCE PATTERN

TIME: 20-25 minutes

Objectives:
1. Develop a group topic.
2. Apply effective research and organizational skills in preparing a speech.
3. Create understanding in your audience.
4. Practice delivery and presentation skills.
5. Learn and use the Motivated Sequence Pattern to motivate your audience.
6. Motivate your audience to take an immediate action in response to your speech.

Persuasion is a complex, fascinating process that permeates our lives. Essentially (or eventually) it involves change. The purpose of persuasive speaking is to change or alter people’s beliefs, concepts, values, or attitudes toward certain persons, processes, or phenomena. Another directed purpose of persuasive speaking is to motivate people to action. For example, they may already believe in your concept or belief but are not doing anything about it, so the purpose of your speech would be to motivate them to action.

This speech is motivational and persuasive in nature. Your focus will be on a motivational speech of policy. As a group you have decided on a campus issue that need change. Your goal is to bring about change, or some type of action in relation to your topic by someone or some group. Always Consider your audience—every step of the way. Use the Audience Centered Approach to public speaking.

Purpose:
The general purpose is to convince or move your audience to action, you must select a specific purpose your group feels strongly about or you are convinced about—in fact, one that you feel passionate about. You cannot convince others if you are passive or apathetic toward a subject or purpose. Furthermore, you cannot convince others if you have scant knowledge of or little experience with the topic. You can gather knowledge as a group.

Once your group has selected and developed a topic you feel strongly about, you need to conduct an audience survey and an analysis to discover the audience’s predisposition (attitude) toward your topic and their knowledge of the topic. There are five general predispositions to a topic that your audience might hold:

1. Favorable but not aroused to act.
2. Apathetic toward the situation.
3. Interested but undecided what to do or think about it.
4. Interested but hostile to the proposed attitude, belief, or action.
5. Hostile to any change from present state of affairs.

For your Group Motivational Speech, you must select a specific purpose that will require some sort of change on the part of your audience. To convince your audience to use the computers in the library does not (most likely) involve change; however, to convince them to report problems they have with computers anywhere on campus to computer services could potentially involve a change in attitude or action. If you do a thorough audience analysis about your specific topic, then you can avoid an embarrassment such as trying to convince your audience not to smoke cigarettes near the doors of buildings on campus when no one in your audience smokes. Your survey of the audience’s attitude toward and knowledge of your topic will be essential in shaping a message that seeks change. Your speech must deal directly with your audience’s predisposition toward your topic and must seek a change and some type of action from them.

Essential Characteristics of Persuasive Speaking:
The essential characteristics of persuasive speaking are the qualities or standards you should strive to achieve in the preparation and presentation of your persuasive speech:
1. Logical and emotional appeals adapted to the audience.
2. Change by degrees.
3. Credibility and sincerity.
4. Ethical arguments and motives.

GROUP PRESENTATION USING THE MOTIVATED SEQUENCE PATTERN (continued)

Gathering Information:
Hopefully, you will be knowledgeable on the topic already. However, part of your assignment is to find additional sources. Each group member is “required” to have at least 2 sources that you will cite in your speech. You are not considered a source. An article will be considered one source. An interview (using your interview skills) or a survey/questionnaire (not the audience analysis questionnaire) will be another source. Include your sources in your reference section of your outline with each group members name by his or her sources. Use complete citations. APA format is encouraged, but MLA is acceptable.

Electronic sources are to be cited completely.

Audience Analysis:
Your group will also gather information about your audience based on your topic. You will do this by putting together a questionnaire for each member of your audience. Chapter five in our Text will help in this area. There is a good example of the types of topic specific questions you could ask on your own questionnaire. I would like you to include in your questionnaire some demographic questions along with your topic specific questions. I would also like you to include an opening and closing (very brief) on your questionnaire.

For Example:

Opening—“My topic is_____ please take to time to respond to the following questions so that I can better adapt my speech to you and our class. Please turn this questionnaire back to [your name] ASA P or email me your responses.”

Closing—“Thank you for your time. Your responses will be very helpful in the preparation of my speech.”

Organizing the Information for the Group MSP Speech:
You will outline the information your group knows and the information your group gathers into a Motivated Sequence Pattern preparation outline. This is a detailed preparation outline that we will go over in class and you will receive a sample outline in addition to guidelines to help you prepare and organize your information. The final draft of the Group Motivated Sequence Pattern Preparation outline is due approximately one week before the Group Presentations begin.

Visual Aid:
You are encouraged to use a visual aid to assist you in creating understanding in your audience. A visual aid is used to clarify and explain visually. It should not be the focal point of the presentation. Many of you will be using statistical evidence in your Group Presentations, and would benefit from the use of visual aids to help your audience visually understand your statistics and figures. There are many types of visuals to choose from: slides, graphs, charts, pictures (large enough), flip-charts, models, diagrams, PowerPoint, overheads, etc.... DON’T USE THE CHALKBOARD.

Ten Tips for the use of visual aids (more information is available on the Public Speakers’ Page):
1. Prepare visual aids in advance.
2. Use Dark ink, Broad tip pens, Large lettering.
3. Display where ALL can see.
4. Don’t pass visuals among aud. during speech.
5. Explain visual aids clearly and concisely.
6. Make sure the visual aids are large enough.
7. Avoid distracting colors or pastel colors.
8. Keep them simple and clear. Not cluttered.
9. Talk to the audience, not to the visual aid.
10. Practice aloud with your visual aid.

Evaluation:
You will evaluate other speakers to help them improve, and to improve your own skills. Evaluation is an important part of this class. It is just as important to be in class when others are presenting as when you are presenting your speech. You will also do a self evaluation of your own portion of your groups presentation after viewing your groups video taped presentation. With all evaluations in this class (self & peer) it will be important to be thorough, concise and detailed, and always include the speaker’s Strengths, areas where improvements are needed, and specific suggestions as to exactly how the speaker can improve for the next speech.

HAVE FUN! GOOD LUCK! BE CREATIVE! BE ENTHUSIASTIC! MOTIVATE US TO ACTION!!!

“Build your speech, and the Grade will come.”