Purpose: Your third formal presentation this term is your opportunity to demonstrate your comprehension of all of the material covered in class this semester. All material that was relevant to earlier assignments applies here, too, but additional focus will be placed on the following concepts:
1. The importance of a professional, clear, and effective presentation aid
2. The importance of nonverbal communication
3. The importance of logic and proof

Content: As defined by Witt and Featherling in your anthology, those who give a Speech to Inspire aim to “make audiences want to act” (Foss-Snowden, 2010, p. 25). Using traditional presentational speaking parlance, you can think of the Speech to Inspire as a Speech to Persuade with a strong Ceremonial flavor. This presentation should have a clear call-to-action, and you should use every technique and trick you’ve learned this semester to inspire your audience to ACTUALLY DO what you have asked them to do.

Using Mary Kay Ash and the construction of her wildly successful Mary Kay Cosmetics as an example (described in the anthology), we can see that a Speech to Inspire is not built around telling audiences what to do or what to feel; rather, Witt and Featherling argue that the Speech to Inspire is about giving those in your audience “hope that by acting they can better their lives and the world around them” (Foss-Snowden, 2009, p. 120). How did Ash convince people to want to become her “beauty consultants”? She got them to believe in the product, sure, but getting them to believe in the product is the territory of the Speech to Influence. Getting them to BUY the product and JOIN the team is the realm of the Speech to Inspire. She didn’t just show them a good product and a compelling benefit package; she stirred them up by targeting their heads, hearts, and imaginations.

In your first speech, the Speech to Identify, you asked your audience to identify with you and listen to what you would have to say (based on your character). In your second speech, the Speech to Influence, you asked them to pay attention to facts, details, and important information. You asked them to find that information logical. Here, in your third speech, the Speech to Inspire, you will attempt to inspire them through emotional content and mastery of the skills you learned in the other two presentations.

Did you use your Speech to Influence to “set up” your Speech to Inspire? Great! You told them about Product X, and the unique organizational structure you created, and how your company will revolutionize the business landscape, and now it’s time to bring them all on board. How do they take the next step? They are interested! Seal the deal!

Outline: You will be required to submit only one outline for this presentation. It should show that you applied the suggestions your GA made on your previous outline. You should bring only ONE outline to class…the outline you will use during your presentation. If you attempt to use one outline and submit a different outline to your GA, you will lose points and your GA will consider your actions negatively when determining your participation score at the end of the term. Even if you’ve added a few handwritten notes to your outline at the last minute, that’s the one you should turn in. As always, note cards, essays/manuscripts, bullet lists, and handwritten documents are not allowed.
**Evaluation:** As described above, this presentation should reflect your understanding of the material covered this far in the course. Think of it as your final examination. As such, you are expected to create a professional, clear, and helpful presentation aid, and you are expected to use it well. You should be able to use nonverbal communication in a way that adds to the power of your message, and we should be impressed by the ethical and flawless nature of the logic in your argument. Additionally, we are looking for you to incorporate **at least five different quality sources of information**, cited properly in a works cited/reference/bibliography page AND in spoken format, during your presentation.

**Important:** You ARE required to use a Presentation Aid (PA) for this presentation, but audio/visual aids (such as PowerPoint or film/video clips) are still not allowed. If you create a handout, please also create another PA to be used *during* the presentation. If you have questions about your PA, ask your GA about it!

This presentation should be 6 – 8 minutes in length. Please plan and practice accordingly. **You will lose points** if your speech is significantly short of the six-minute mark. Since this speech is our last, time is of the essence. You will lose points if you speak in excess of eight minutes. You will not be allowed to speak longer than 8:30 minutes, and your GA will only consider the information you actually presented. The best way to avoid these penalties is to PRACTICE and TIME your speech as many times as it takes to get a consistently appropriate time.

Finally, if you feel confused or unsure about any part of this assignment, PLEASE feel free to ask me or drop me an email (please copy your GA on such an email), or come by office hours to get clarification. It makes little sense to avoid the help being offered, and the entire COMS 103 team wants you to be successful!