**Purpose:** Your second formal presentation this semester is your opportunity to demonstrate your comprehension of the following concepts:
1. The importance of a viable topic
2. The importance of creative language
3. The importance of solid organization
4. The importance of audience adaptation
5. The importance of quality research, appropriate support, and proper citation

**Content:** As defined by Witt and Featherling in your anthology, those who give a *Speech to Influence* aim to “shape the way audiences think and feel” (Foss-Snowden, 2009, p. 117). Using traditional presentational speaking parlance, you can think of the *Speech to Influence* as a *Speech to Inform* that relies heavily on appeals to emotion and character, or a *Speech to Persuade* that does not include a call to action.

Using Steve Jobs and the presentation he gave when introducing the 30GB iPod as an example (described in the anthology), we can see that a *Speech to Influence* is not built around asking audiences to know more about a product’s inner workings (like you would see in a *Speech to Inform*), or asking audiences to purchase the product (like you would see in a *Speech to Persuade*). The *Speech to Influence* is about showing audiences how their lives would improve with the product/activity/organization/etc. It requires you to help audiences appreciate what Witt and Featherling call your “compelling image of a better future” (Foss-Snowden, 2009, p. 119).

In your presentation, you are sharing your dream with your audience. Maybe you know of a product that you believe will change our world like the iPod did. Can you explain your vision of that product in a way that gets to the point and uses plenty of detail, while still keeping your audience interested and attracted? Can you, in short, shape how they think and feel about the product? Perhaps you dream about an organization or an activity instead…that’s great! But what if it doesn’t exist yet? Like with the *Speech to Identify*, your GA will smile upon your ability to be creative AND authentic. As long as your idea is based on reality, you should be fine. Not that long ago, the idea of an iPod sounded like science fiction.

You might wish to use your *Speech to Influence* to “set up” your final presentation, the *Speech to Inspire*. The *Speech to Inspire* asks your audience to act, and makes them want to do so. You can use the *Speech to Influence* as a primer, making the audience ready/willing for the call-to-action in the *Speech to Inspire*. It’s your choice.

**Outline:** You will be required to submit only one outline for this presentation. It should show that you understood and applied the suggestions your GA made on your previous outline.

**Evaluation:** As described above, this presentation should reflect your understanding of the material covered this far in the course. You are expected to wow us with the creativity and authenticity of your topic, to move our emotions and feelings with your use of language, to keep us hooked with your logical and clean organization, to speak to your audience for who they really are, and to incorporate at least four different quality sources of information, cited properly.
**Important:** You are NOT required to use a Presentation Aid (PA) for this presentation (as you have not yet read the chapters on the topic, nor have you heard the lecture). If you DO choose you use a PA, you are doing so at your own risk. It would be wise to wait until you receive instruction on how to create an effective PA before you attempt to use one in your presentations. Finally, audio/visual aids (such as PowerPoint or film/video clips) are not allowed.

This presentation should be 5 – 7 minutes in length. Please plan and practice accordingly; don’t give your GA a reason to have to stop you mid-sentence. You will lose points if your speech is significantly short of the five minute mark, or if you go well over the seven minute mark.

Finally, if you feel confused or unsure about any part of this assignment, feel free to ask your GA (or drop Dr. F an email, or come by office hours) to get clarification. It makes little sense to avoid the help being offered.