**Specific Persuasive Speech Content Requirements**

Along with all of the Presentation and Content elements of your last rubric, know that you will be evaluated further on the following elements for this particular speech:

* Identifying and responding to the most relevant and pressing concerns of the opposition (addressing points of the opposition that you cannot responsibly ignore)
* Using the Rhetorical Appeals:
  + Ethos
    - Effectively using a variety of supporting sources that help legitimize your argument through their reputation for reliability and credibility—especially considering an oppositional audience
    - Citing those sources throughout speech
    - Exhibiting dynamism (look it up if you’ve forgotten!)
  + Logos
    - Effectively using specific supporting pieces of evidence to support your claims and help persuade an oppositional audience
    - Using sufficient evidence to do the above.
    - Avoiding any logical fallacies/faulty reasoning
  + Pathos
    - Appealing effectively to those areas that will move an oppositional audience
    - Using language that will increase the persuasiveness of the argument
    - Establishing a positive rapport with an oppositional audience; avoiding alienating them through diction that may offend and turn them off—remember: your goal is to persuade; you have to win them over! *Use language that highlights shared values.*
    - Avoiding the overuse of emotional ploys—too much plucking of the heartstrings can alienate the audience.

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