

Speech Assignment #3: Keynote Speaker Introduction

Introduction Speech (3-4 mins.) Purpose: To introduce a classmate in order to inform and enhance awareness among class members of the backgrounds and opinions of audience members. Students will interview a classmate to learn their background and opinions to introduce them to the class as though that classmate were a keynote speaker at a club meeting. This information presented about classmates and that gained through class discussion should be the basis of future speech planning and the audience analysis section of your subsequent outlines. Audience members should take notes.

Your keynote speaker introduction speech should include an **introduction** with a hook, background, and thesis; a **body** organized around three main points; and a **conclusion**. Organize the **body** of your talk around each of the three central subtopics below:

1. **Personal Data.** You may include information about the classmate's family background, favorite academic subject, future plans, hobbies, name of the person s/he admires most and explain why, characteristics s/he looks for in friends, an experience that has taught her/him the most about life, etc...Please do not try to include all of these subtopics.
2. **Three defining beliefs or values.** Name your classmate's three defining beliefs/values, then explain why these beliefs are important and how s/he applies them in her/his life.
3. **One political or social issue your classmate would change if given the chance.** Describe why this issue is a problem, how s/he would change it, and why the world would be a better place as a result of this change.

Your **thesis** should name specific elements of the personal data, values, and change issue that preview your actual speech NOT just list the generic topics you will include in your speech. AVOID a poor, vague thesis: "Today I want to draw your attention to the personal qualities, three values, and social issue that define Jane Doe and her dedication to _____."

Sample intro leading to a specific thesis:

- Hook: If you want to understand Jane Doe, simply think about these pink and brown crayons.
- Background context: Not one of us is white or black; we're all some shade of pink or brown. Jane focuses on the commonalities that unite rather than separate us. Jane's dedication to habitat for humanity_____ (name of the club you choose) is grounded in the way it unites people to help promote equal access to affordable housing.
- Thesis: Jane grew up in a large family in a culturally diverse urban neighborhood where people from every walk of life were friends and neighbors, which taught her to value candor, humor, and integrity and work to end prejudice."

Conduct your interview in class (or outside of class if necessary) using the interview document provided, then create a typed outline of your keynote speaker introduction speech using the rubric on the back. Hand in your speech outline to me on the first day of the round regardless of the day of your delivery.

Practice your talk for timing, fluency, and poise. Remember, you are to speak **extemporaneously**, so copy your key word outline onto **two (2) index cards front only** rather than a long outline/manuscript when you speak. Show enthusiasm and smile. Use eye contact and effective gestures. Avoid trite expressions and clichés. Have fun. This is a wonderful opportunity to get to know one another and meet new friends.

Keynote Speaker Introduction Speech Outline Rubric
(each bullet is worth +/- 5 points)

1. Thesis Statement _____/ 15 pts.
 - Thesis listed at the top of outline
 - Narrows topic and fits assignment
 - Previews three main points of argument in body
2. Outline elements for introduction _____/ 20 pts.
 - Includes hook
 - Includes background info (including classmate's first & last name & club name)
 - Includes thesis
 - Uses proper formal outline headings, rule of two's, // structure
3. Outline elements for 1st body paragraph _____/ 15 pts.
 - Focuses on 1st main point from thesis
 - Includes 3 pieces of evidence about the speaker's personal data
 - Uses proper formal outline headings, rule of two's, // structure
4. Outline elements for 2nd body paragraph _____/ 15 pts.
 - Focuses on 2nd main point from thesis
 - Includes 3 pieces of evidence about speaker's 3 beliefs/values
 - Uses proper formal outline headings, rule of two's, // structure
5. Outline elements for 3rd body paragraph _____/ 15 pts.
 - Focuses on 3rd main point from thesis
 - Includes 3 pieces of evidence about speaker's change issue
 - Uses proper formal outline headings, rule of two's, // structure
6. Outline elements for conclusion _____/ 20 pts.
 - Includes recap of thesis
 - Includes recap of main points
 - Includes return to hook
 - Uses proper formal outline headings, rule of two's, // structure

Total Score _____/ 100 pts.