

# Speech 3: Opinion (Mass Media) Speech

Ms. Price  
Speech I

**Due Date:**

**Type of Speech:** Opinion

**Time Limits:** 3-5 minutes

**Assignment Summary:** Your assignment is to give a 3-5 minute speech in which you express a strong opinion on a timely or timeless topic. The speech can be presented in one of three ways:

- 1.) as a podcast,
- 2.) as a youtube video, or
- 3.) live in class (which will be recorded for you).

**Purpose:** One hallmark of new media technologies is that consumers are also creators. For this assignment, students are encouraged to become creators of their own media while making their opinions public (i.e. to go beyond the class audience to reach a potential world-wide audience).

**Objectives:** In completing this assignment, each student will:

1. identify and express a strong opinion about a suitable topic.
2. effectively express both verbals (word choice, vocal quality, etc.) and nonverbals (body movements, eye contact, etc.) associated with dynamic speech delivery via a mass media channel.

**Procedure:**

1. Choose a topic that is timely or timeless, about which you are passionate. (Some examples of topics include: bad drivers, too much homework, inconsiderate classmates, curfew, school rules, politicians, grades, discrimination, any controversial current news topic, etc.)
2. Organize your speech:
  - a. Write and a creative **introduction**. (Reminder: Do NOT start with a question!  
Ex: "Have you ever...?")
  - b. Write a strong and supportable **thesis** statement. (i.e. your opinion!)
  - c. **Support** your opinion with stories, examples, reasons, etc. within your speech!
  - d. End your speech in a **memorable** way.
4. Rehearse your speech, but don't lose your "fire!" ☺ Your audience should get a sense of your personality and your passion in this speech. If you are creating a podcast or youtube video, you should rehearse your speech BEFORE recording it!

### **Additional Procedure for Media Option:**

If you are creating a youtube video or podcast, you must be sure to do the following:

#### **Youtube video:**

When creating your youtube video, follow these requirements:

- You can create your video with whatever recording and/or editing software you have available to you.
- When you publish your video, be sure to make it “public”.
- When you publish your video, allow for comments to be posted.
- After posting your video, get at least 5 people to comment on your video, and provide me with the screen name, actual name, and relationship (to you) of each “commenter”.
- Print the webpage and web address of your video (to turn in).
- You can use introductory graphics, images, and text, but the “speech” itself cannot be cut, edited, or altered.
- You can choose to present your speech formally (standing/podium, etc.) as we do in class, or informally, but be aware that both your verbals and nonverbals in each instance *will* be graded.
- Consider the background, the lighting, and the what is framed in your shots. Everything you do/say as a speaker, and everything around you in your video, speaks to the quality and credibility of your speech.

#### **Podcast:**

When creating your podcast, follow these requirements:

- Announce at the beginning of your podcast the day and date of the podcast so listeners will know when it is recorded.
- Begin with a short welcome - witty if possible. For example- “Better turn up the volume cause we have a hot topic today.”
- Include a short music intro and/or fade in over the beginning of your speech. Don’t use copyrighted music however. Create your own in garageband, or use non-copyrighted music.
- Present your speech with an effective introduction to your topic, your thesis, support for your opinion, and a memorable conclusion. (Remember, you have ONLY your voice to rely on if you choose the podcast option. Therefore, consider what your voice “says” through its variety, tone, and enthusiasm. You have an extra responsibility to be engaging with your speech and voice in order to be effective with a listening audience.)
- Create a closing after your conclusion that thanks everyone for tuning in, and include any remarks about upcoming podcasts. Fade out music.