**Strategic Speech #1: Virtual Experience**

As an art form, photography acts rhetorically to create virtual experience. This presentation will be an informative speech, which will introduce you to the rest of your class and give us some insight into your interests and personality.

**Your Assignment:**

1. Choose a favorite photograph.
2. Prepare a three to five minute oral presentation that examines how this photo’s purpose is to create virtual experience based on your reading in Chapter 1.
3. Choose three of the 7 “P’s of Rhetoric” (Page 7 of Chapter 1) and explain how these characteristics are at work in your rhetorical artifact.

**Speech Goals***:* Because this is an informative speech—a speech in which you merely report information from credible sources without expressing your personal opinion—your goal in this presentation is simply to use information from appropriately credited expert sources in 2 ways:

(1) to describe this photograph, and

(2) to show through documented examples or expert quotations how this photograph creates a virtual experience and exemplifies at least 3 of the “7 P’s of Rhetoric”

**Research, Organization, and Outlining:**

**Basic Requirements:** For your informative speech, you are required to:

1. Research credible sources for information about your topic.
2. Form a main idea for your speech in the light of what your research discloses.
3. Express this main idea as a complete thought in a single-sentence, declarative thesis statement.
4. Choose the information from your research that most powerfully delivers the type of information that this thesis statement requires.
5. Present this information in a logically sequenced outline of properly documented main points, sub-points, and perhaps even sub-sub-points, using the Informative Speech Outline Template document as your formatting guide. Your outline, in its final form, will serve as the blueprint that you mentally must follow while extemporaneously delivering the recorded speech to your audience.

**Research Requirements:** For your informative speech, you are required to:

* *Use 3 Expert Sources*: You must use and explicitly cite supportive material (examples, illustrations, statistics, quotations from experts, etc) from at least 3 expert sources in this project. An expert source is a person, group of persons, or organization with documentable expertise in the area it addresses. Information from such sources typically derives from personal interviews with credentialed experts or from documentable print and/or electronic publications (see the Alban text, pp. 637–661, for more about this).
* *The Bible as an Expert Source*: While you may, of course, use the Bible as a source when related to your topic, it must be *in addition to* the 3 required sources.
* *Non-Expert Sources:* Never use information from anonymous or questionable sources, such as Wikipedia or any printed source authored by someone whose credentials for addressing the topic are not clearly established.

**Organization and Outlining Requirements***:*

*Use the Outline Template:* You also must use the Informative Speech Outline Template document as a guide for constructing your speech outline. Retain its formatting. Provide information for each of its categories—an audience description, its organizational pattern, purpose statement, etc. Include a clearly distinguished introduction, body, and conclusion section.

*Outline Parts:*

* The introduction must list, in order, your attention-getter, credibility statement, purpose statement, and preview statement.
* The body must include 2–5 main points, each with supportive subpoints and perhaps even sub-subpoints, consisting mainly of documented examples, illustrations, statistics, quotations from experts, etc. that you have derived from the 3 or more expert sources that this project requires.
* The conclusion must include a summary statement and a concluding element that refocuses the audience’s attention on the main point.
* The Reference page (APA), must properly credit your sources and must do so in the format prescribed by APA, style to format.

*Document Your Sources Properly:*

* *In-Text and End-Page Citations:* Whether you directly quote, summarize, or paraphrase it, any information that you present in your outline and in the speech itself must be explicitly attributed to the source from which you derived it. This requires you to use parenthetical citations or footnotes in the outline itself to show which information derives from which expert source. This also requires you to list the same sources on a Reference (APA) in the format prescribed by the style manual for this project that you choose. Failure to cite sources is tantamount to plagiarism, a serious offense that can result in automatic failure of an assignment and possibly of the course.
* *Use Direct Quotes Sparingly:* If you include directly quoted material from another source in your outline, it must account for no more than 20 percent of the outline’s content.
* *Offset Direct Quotes with Quotation Marks:* You must place the directly quoted material inside double-quotation marks to make it clear that you are not claiming to be the originator of the quotation’s wording. Failure to use double-quotation marks to offset directly quoted material constitutes plagiarism is a serious academic offense that results in automatic failure of the assignment or automatic failure of the course (see the Liberty University Honor Code for more information about this).