

Lesson Plan

Course : SPC1017- Fundamentals of Speech Communication

Title: Informative Speech on Fostering Behavior Change for Sustainability:

This course addresses the following MDC learning outcomes:

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|------------------------------|---------------------------------------------------------------------------------------------|
| Learning Outcome #: 1 | Communicate effectively using listening, speaking, reading, and writing skills. |
| Learning Outcome #: 3 | Solve problems using critical and creative thinking and scientific reasoning. |
| Learning Outcome #: 4 | Formulate strategies to locate, evaluate, and apply information. |
| Learning Outcome #: 5 | Demonstrate knowledge of diverse cultures, including global and historical perspectives |
| Learning Outcome #: 6 | Create strategies that can be used to fulfill personal, civic, and social responsibilities. |
| Learning Outcome #: 7 | Demonstrate knowledge of ethical thinking and its application to issues in society. |

Suggested Time: 1 class period

Materials Needed: <http://www.mdc.edu/enviroethics/index.asp> and library resources on Fostering Behavior Change for Sustainability.

Description of Activities: The instructor should address the meaning of global responsibility and what students can do to foster behavior change for sustainability. The theme of the message should reinforce the message of “enough for all forever”.

Instructions: Students will present a persuasive message where they will try to persuade their audience to adopt more “green” measures in their life.

Activity:

Students will select a green product and an audience to target.. The theme around the visualization step is “enough for all forever”. The visualization step should have a strong reference to this idea.

Students are to research the website provided and library periodicals. The assignment has two parts:

1. Monroe Sequence Sentence Outline- that will address the steps of the persuasive sequence
2. Students are to support use of a product and visualize with the theme “enough for all forever” (from the website) and can support their information with library resources.
3. Students will present a 4 -6 minute speeches and will be allowed to use note cards and can have visual aids such as Power Point. They will use the podium

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Assessment Strategy:

Monroe Motivational Sequence

The student should make sure that the introduction contains five steps which include:

Attention

Need

Satisfaction

Visualization **must support the theme: "enough for all forever"**

Action

Citations: MLA format

Delivery Informative Speech

Eye contact: maintaining eye contact with the entire audience helps communicate intimacy, concern, and trustworthiness; **facial expression:** variations in facial expression communicate emotion;

Posture: a good posture communicates strength and authority;

Gestures: variations in gesture help illustrate verbal messages; and **movement:** variations in movement help signal important points to the audience

You will learn about:

Delivery:

- language in public speaking
- rehearsal and delivery
- speech criticism

Content:

- Sharing is an acceptable behavior in a modern society
- Humans beings are not separate from nature
- Paradigm Shift is needed
- Environment justice- we are global citizens- we are all interconnected

You will learn to:

- use language to best achieve your purposes
- construct effective introductions and conclusions
- rehearse your speech efficiently and effectively
- deliver your speech with effective voice and body action
- critically analyze a speech and express that criticism constructively
- persuasion theories

Students will use the following Sequence to create their message

*Monroe's Motivated Sequence
Evaluation Form*

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|--------------------------------------------------------------------------------------------------------------------------------------|--|
| ATTENTION STEP Gained attention of listeners Introduced topic clearly Showed importance of topic to this audience | |
| NEED STEP Need clearly explained Need demonstrated with evidence Need related to audience | |
| SATISFACTION STEP Plan clearly explained Plan well thought out | |

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|-------------------------------------------------------------------------------------------------|--|
| VISUALIZATION STEP Practicality of plan shown Benefits of plan related to audience | |
| ACTION STEP Call for specific action by audience Vivid concluding appeal | |