

Professor Juan Santelises
Fundamentals of Speech Communication SPC1017
The Informative or Persuasive Presentation



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Deliver a presentation in which peers are intellectually stimulated or persuaded to learn or take action on the preservation of natural resources as: rivers, lakes, beaches, the oceans, and fruit plantations, vegetable plantations, developing healthy eating habits, water conservation, air pollution, or any topic to improve the well-being of local and global communities. Adhere to the guidelines below:

1. Set up, organize, or decorate the front of the room so it is visually appealing to the audience
2. Take pride—dress up in elegant business attire!
3. Cite three scholarly sources that support claims and arguments. Cite only one source from the Internet
4. Submit typed references in the Publication Manual of the American Psychological Association APA (2009, 6th ed.) format
5. Provide visual support by using posters, graphs, statistical data, or clips of documentaries as visual evidence. Plan visual aids are well-thought out in advance. Improvised visual aids will not earn credit
6. Speak from 4 to 6 minutes
7. Provide audience members with up-to-date brochures or pamphlets on current issues of sustainability