OBJECTIVE: To gain familiarity and practice with rhetorical techniques used in current environmental debates and to practice presentation skills.

ASSIGNMENT:
- CHOOSE an option (see below) and topic (must pertain to class material) (email it to me)
- RESEARCH topic (keep track of sources and cite them in PowerPoint)
- TURN IN POWERPOINT by email at least one hour before class.
- PRESENT topic (must be no less than 3 minutes and no more than 6 minutes)

THE SPEECH:
- Must be 3-6 minutes (no less, no more) before discussion/questions
- Must include at least two citations in a slide
- Must ask for audience vote at end

SCORING RUBRIC
- PowerPoint turned in at least one hour before class (-1 if not)
- Presentation within time limit (3-6 minutes) (-3 points for being 1-20 sec under, and -1 point for being 1-20 seconds over, -2 points for being 21-40 seconds over, etc.)
- Appropriate amount of text on slides – used outline format (-2)
- Speech well-rehearsed, without too much reliance on notes; maintained eye contact (-1+)
- Followed directions given for the option (up to -10)
- Late = - 5 points

--------------------------------------------------- OPTIONS ---------------------------------------------------------------

PERSONAL CHANGE (PC): Persuade your classmates – using all three rhetorical techniques (credibility, logic, and emotion) – to take an action or change their behavior in a way that will have an environmental impact.
- State the problem, using data (cite sources)
- State the solution(s) you recommend
- State the impacts carrying out the solution would make
- Ask the audience to vote on whether they have made or are willing to make the change
- Must include all three rhetorical techniques (credibility, logic, and emotion)
- Ask the audience “How did I use credibility?”; “How did I use logic?”, and “How did I use emotion?” and you must get at least one answer from the audience for each question.
- Examples: reduce junk mail, buy local produce, buy organic, recycle, buy recycled, eat less meat, unplug appliances when not in use, compost, dispose e-waste appropriately, drive efficiently, use clothesline, use antibiotics wisely, cloth vs. disposable diapers, etc.

ENVIRONMENTAL CONTROVERSY (EC): Present both sides of an environmental controversy without showing any bias to allow audience to make an informed decision.
- State the controversy in the form of a one sentence driving question.
- List at least one major player on each side and the best source for each side
- State the major facts related to the controversy
- Present two opposing sides to the controversy
  o State in one sentence how each side would answer the driving question
  o State the major arguments for each side
  o State the major arguments against each side
- Ask the audience to vote for one side or the other.
- Examples: Are biofuels good for the environment? Should we genetically-modify human food sources? Should we restrict human population? Should Arizona withdraw from Western States Compact on carbon emission reductions? Should the US sign on to an international treaty specifying carbon emission reductions? Should nuclear power be more or less emphasized? Should the Endangered Species Act, Clean Water Act, Clean
Air Act be strengthened or weakened? Should recycling be law? Should wolves be more or less protected? Should oil subsidies be terminated? Etc.