Because teens and young adults account for almost fifty percent of all new STD infections, the US should make sex education a greater focus for their youth. Paper details This speech is 6-8 minutes. You are to use an extemporaneous delivery style. You will inform your audience about a problem and then persuade them to carry out a solution to that problem. The solution must involve some sort of tangible course of action. (In other words, we are not just trying to change our audience's minds). This is called a POLICY speech, which you will learn about in an upcoming lecture page. A policy speech persuades the audience to take a specific and tangible course of action. RESEARCH: Similar to our persuasive speech, you must incorporate and at least 3 research sources into this speech. You must VERBALLY reference all of your sources during your presentation. All 3 sources must be high quality, name-recognition sources. You can use sources that are of a lower quality, but they will not count toward the 3 required sources. WRITING: Language should be inclusive, invitational, and respectful to all. Including those with attitudes, values, and beliefs different than your own • Be sure to establish and maintain goodwill (ethos) a) It is very difficult to persuade a diverse audience by insulting them, insulting others, or through sarcasm. b) \*Think about it this way: would you want to make a large purchase from a salesperson who was extremely negative, condescending to you, or cutting down others? No. So don’t rely on those tactics in this speech. • Incorporate both appeals to logic (logos) and emotion (pathos). a) While logic (logos) is very important, remember that pathos and the full range of human emotions are crucial for motivation and persuasion. DELIVERY: EXTEMPORANEOUS: • sound conversational, but still organized and to the point • let your personality shine through, but also appear credible and professional.