

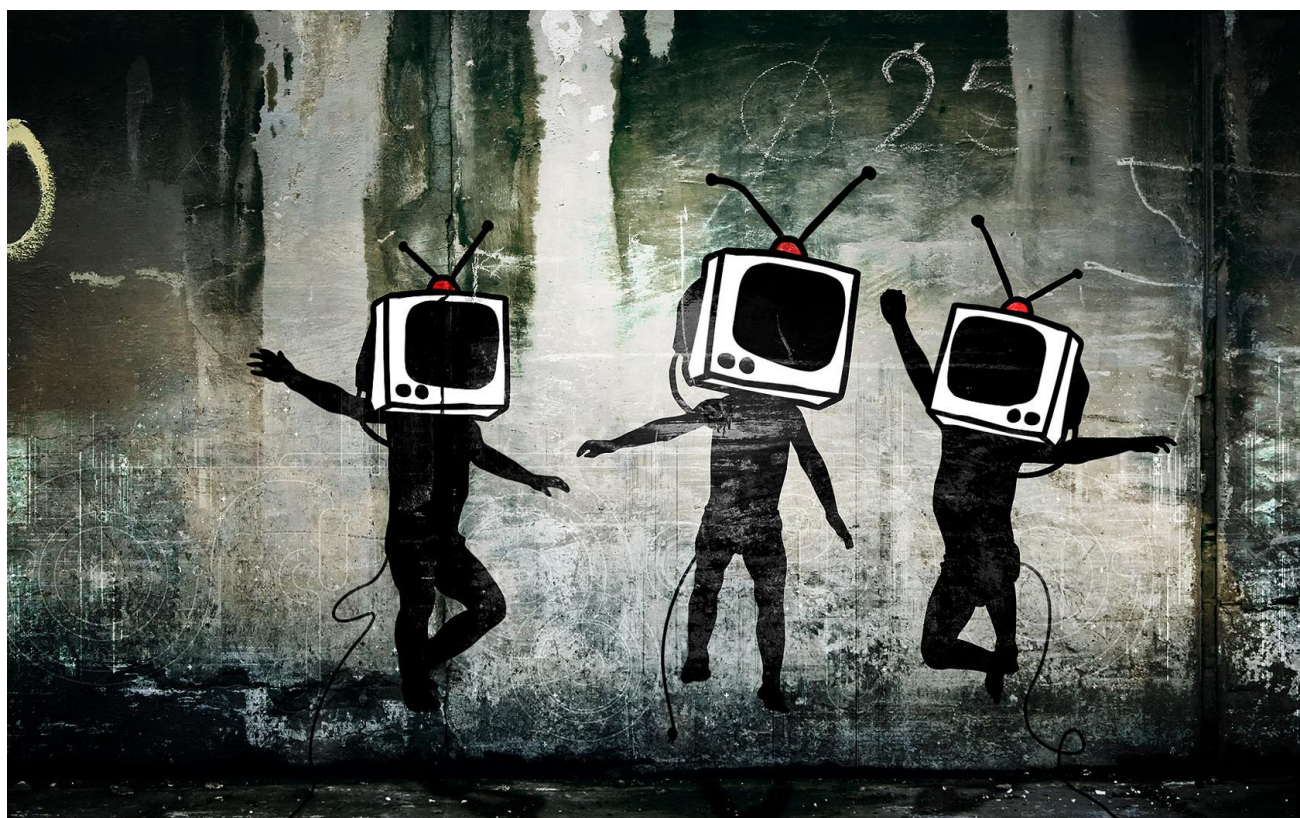


DoubleSpeak

ATTITUDE RECTIFIED. DOUBLEPLUSGOOD.

AS91476: SPEECH - 3 CREDITS

2.5: CREATE AND DELIVER A FLUENT AND COHERENT ORAL TEXT WHICH DEVELOPS, SUSTAINS, AND STRUCTURES IDEAS



Achievement	Achievement with Merit	Achievement with Excellence
Create and deliver a fluent and coherent oral text which develops, sustains, and structures ideas.	Create and deliver a fluent and coherent oral text which develops, sustains, and structures ideas and is convincing .	Create and deliver a fluent and coherent oral text which develops, sustains, and structures ideas and commands attention .



Propaganda | prɒpə'gandə/

noun

information, especially of a biased or misleading nature, used to promote a political cause or point of view.

Outline

This task is an extension of our genre study of dystopia. This is an opportunity to create your own propaganda speech, grounded in the socio-political anxieties of our time.

Preparation

1. Explore the idea of **logical fallacies**, which are the techniques of argument that underpin a great deal of propaganda, and create some simple arguments based on these fallacies.
2. Source **key material** including photographs, newspaper articles, personal accounts and facts that surround this socio-political concern.
3. Explore **features of persuasive language** that are prevalent across a number of political speeches.
4. Select one famous **propaganda speech** and closely analyse (annotate) it for its use of logical fallacies and persuasive language.
5. **Choose a topic.** Ideally this will be one about which you feel passionate, and which will engage the passions of others.
6. Plot the **sequence** of your argument, identifying which **logical fallacies** you will employ, and in what order.

The Final Piece

DURATION

The speech must be at least **five minutes** in duration.

CONDITIONS

You must write your own propaganda speech. You must present the speech **to the class** in **one live session**. You may use **cue cards** and display information on a **screen**, though the decision to do so must be taken so that it enhances your oral presentation. **Audience interaction** is encouraged

SCOPE

Your speech will be assessed for its commanding use of a range of oral language features. These features will both be baked into the writing of the speech itself, and heard and seen in the tone and nature of your delivery. Check the exemplars of Level 3 speaking on the NCEA site to gain some insight into the requirements of this standard.

ADVICE

You are advised to practice speaking to an audience as often as you can in the build-up stages in order to become as familiar as possible with speaking to the class.

Seek feedback from your teacher in the early stages of your drafting in order to ensure you are on the right track.



Exemplar

DONALD TRUMP

Inauguration Speech

Chief Justice Roberts, President Carter, President Clinton, President Bush, President Obama, fellow Americans, and people of the world: thank you.

We, the citizens of America, are now joined in a great national **effort to rebuild** our country and to restore its promise for **all of our people**.

Together, **we will determine the course** of America and the world for years to come.

We will face challenges. We will confront hardships. But we will get the job done.

Every four years, **we gather on these steps to carry out the orderly and peaceful transfer of power**, and we are grateful to President Obama and First Lady Michelle Obama for their gracious aid throughout this transition. **They have been magnificent.**

Today's ceremony, however, has very special meaning. Because today we are not merely transferring power from one Administration to another, or from one party to another—but we are transferring power from Washington, D.C. and giving it back to you, the American People.

For too long, a small group in our nation's Capital has reaped the rewards of government while the people have borne the cost.

Washington flourished—but the people did not share in its wealth.

Politicians prospered—but the jobs left, and the factories closed.

The establishment protected **itself**, but not the citizens of **our** country.

Their victories have not been **your** victories; **their** triumphs have not been **your** triumphs; and while **they** celebrated in **our** nation's Capital, there was little to celebrate for struggling families all across our land.

That all changes—starting right here, and right now, because this moment is your moment: it belongs to you. It belongs to everyone gathered here today and everyone watching all across America.

Traditional greeting followed by giving thanks, formal manner.

Implication of “rebuild” is that the current state is broken, requiring a rebuild.

Implication of “all” is that prior efforts were less than “all” (most, some, ...); “our” is a reference to citizens of the United States.

First use “will” switches the sentence to future tense. Then repeated 3 times.

The desire for order and peace are universally implicit; the explicit call-out for it indicates potential doubt. “have been” feels like past tense, as in, ‘they were magnificent, but are not currently magnificent’.

The word “flourished” (as well as “prospered” and “protected”) are intentionally put in the past tense. The implication is that they will not occur again.

Deliberate use of pronouns ‘itself’, ‘your’ and ‘our’ to distance and include.

The author of the speech uses a range of glittering generalisations and pejorative words to strengthen the audience's emotional response to the speech.