

Informational Commodity Research Papers & Speech Assignment

500 Points

Student Learning Outcomes

After successfully completing this assignment, students will know how to:

1. Analyze an audience to discover appropriate topic and supporting materials;
2. Locate appropriate materials (facts, statistics, stories, definitions, illustrations, examples) for a compare and contrast speech;
3. Organize research paper & speech materials in such a way as to make them interesting and easy to understand;
4. Prepare a **2-3 page research paper** over a given topic from a selected commodity organization. The paper needs to be written in MLA format with the correct page header, heading, page margins (1”), font (Arial or Times New Roman & 12 pt.), spacing (double), in text citations, etc. A complete bibliography must also be developed including at least four sources of information compiled correctly in MLA citation.
5. Deliver a **6-8 minute speech** using effective eye-contact; vocal variety; gestures and body movement.

Task

Select one of the six topics provided by various commodity organizations:

- **Farm Bureau:**
 - “Farm Bureau: Leading the Challenge”
- **Missouri Association of Soil & Water Conservation Districts**
 - “Forest for People-More Than You Can Imagine”
- **Missouri Pork Producers**
 - “Freedom to Operate”
- **Missouri Institute of Cooperatives**
 - “Cooperatives: Delivering Value to Members and Communities”
- **Missouri Young Farmers/Farm Wives**
 - “How does a Young Farmer/Young Farm Wives Chapter benefit an individual and a community?”
- **Missouri Sheep Producers**
 - Subject should reflect the sheep industry.

Find magazines, newspapers, journals (electronic or print) OR any printed and/or electronic sources to provide background information on the given topic, to prepare a 2-3 page research paper with at least four sources of information identified on a works cited page.

Prepare a 6-8 minute presentation which includes; an introduction, body and conclusion. Your speech needs to make a point (have a thesis/claim/ point of view). Back up your statements with examples (at least 3 main points). Make sure to make your statements clear with background provide to reinforce ideas, this will help make your point clearer.

After you've planned what you will say, **practice, practice, practice**. You may use notes when you speak before the class, but be sure NOT to read your speech. Simply have the ideas/concepts in your mind and talk to us about them.

COMMODITY RESEARCH PAPER/PRESENTATION SCORING RUBRIC	
CONTENT OF MANUSCRIPT (Maximum Points 100):	
Importance and appropriateness of the subject	20
Suitability of the material used	20
Accuracy of the statements	20
Evidence of purpose	20
Completeness and accuracy of bibliography	20
COMPOSITION OF MANUSCRIPT (Maximum Points 50):	
Organization of contents	10
Unity of thought	5
Logical development	10
Language used	5
Sentence structure, spelling and grammar	10
Accomplishment of purpose-conclusion	10
VOICE (Maximum Points 50):	
Quality, pitch	15
Articulation	15
Pronunciation	10
Force	10
STAGE PRESENCE (Maximum Points 50):	
Personal appearance	10
Poise and body posture	15
Attitude, confidence and personality	15
Ease before an audience	10
POWER OF EXPRESSION (Maximum Points 50):	
Communicative ability including: fluency, emphasis, directness, sincerity	25
Conveyance of thought and meaning	25
RESPONSE TO QUESTIONS* (Maximum Points (150):	
Ability to answer the questions on the speech, which are asked by the judges, indicating originality, familiarity with subject and ability to think quickly	150
GENERAL EFFECT (Maximum Points 50)	
Extent to which the speech was interesting, pleasing, understandable, convincing, and held attention	50
Gross Total Points	500
(Deduction of 1 point per second above or under the 6-8 minute time limit) Less Time Deduction **	
Net Total Points:	

Explanation of Score Sheet Points

Part I: For Scoring Content and Composition of Manuscript

1. Content of Manuscript includes: **100 points**

- Importance and appropriateness of the subject
- Accuracy of statements included
- Completeness and accuracy of bibliography
- Suitability of the material used
- Evidence of purpose
- Relationship to agriculture

2. Composition of Manuscript includes: **50 points**

- Organization of the content
- Logical development
- Sentence structure
- Spelling and grammar
- Unity of thought
- Language used
- Accomplishment of purpose/conclusion

Part II: For Scoring Delivery of Production

1. Voice includes: **50 points**

- Quality and pitch
- Pronunciation
- Articulation
- Force

2. Stage Presence includes **50 points**

- Personal appearance
- Attitude, confidence, and personality
- Poise and body posture
- Ease before an audience

3. Power of Expression includes: **50 points**

- Fluency
- Directness
- Conveyance of thought and meaning
- Emphasis
- Sincerity
- Communicative ability

4. Response to Questions includes **150 points**

- Ability to answer questions on the speech asked by the teacher indicating originality, familiarity with subject, and ability to think quickly

5. General Effect includes **50 points**

- Extent to which the speech was interesting, pleasing, understandable, convincing, and held attention