



CCofSE

Official Description of Original Advocacy

WHAT ARE “PUBLIC ADDRESS” SPEECH EVENTS?

Public address speeches are individual events in which the competitor chooses a topic that meets the event’s criteria, writes an original speech, memorizes it, and then presents it within the allowable time frame.

WHAT IS ORIGINAL ADVOCACY?

Original Advocacy is a public address speech event in which the competitor writes and presents a speech to advocate a particular position on an issue. Advocacy is the pursuit of influencing outcomes that directly affect people’s current lives. It is a deliberate process of speaking out on an issue of concern in order to exert some influence on behalf of ideas or persons. The speech must be an original work by the student, scripted word for word, and memorized.

PURPOSE

The purpose of this event is to train students to speak winsomely as an advocate in support of a position or issue, pleading for or in behalf of another, like an intercessor. Advocacy speeches differ from persuasive speeches in that, instead of presenting in a confrontational manner the speaker seeks to draw others alongside. These competition presentations are intended to simulate the presentations college professors expect in college classrooms and the ones that business people present at work. The speech should (1) imply a needed change in behavior or attitude, or (2) call for new understanding, compassion and/or belief.

SPEECH STRUCTURE

An Original Advocacy speech should advocate a particular position on an issue or a topic of interest. It must have an identifiable structure, including three or four main points, sub-points, an introduction and a conclusion. The audience should be provided with new information and/or a fresh approach to the topic. The speech is required to call for some kind of response or change on the part of the audience members, i.e. adopting a new attitude towards a familiar idea, making a plan to change one’s behavior, or telling others about what they now understand.

TIPS FOR COACHES and SPEAKERS

- Download the document called as a guideline for writing the speech.
- To help you think of an idea for your topic, a list of suggested ideas for advocacy topics may be downloaded by clicking [here](#). These are suggestions only and do not represent a list of mandatory topics.

TIME LIMIT

Time begins when the speaker begins speaking and ends when the speaker has finished speaking. Maximum speech length for varsity competitors is 10 minutes total, with a 15-second overtime grace period. There is no minimum time requirement.

GUIDELINES

Specific to this event:

- Speakers choose and research a topic that may simply alert the audience to a threatening danger, strengthen its devotion to an accepted cause, or propose a solution to a problem.



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- The speech should address the topic intelligently, with a degree of originality, in an interesting manner, providing some new information for the audience about the chosen topic or issue.
- For the intended audience, this speech should address the judges as if they were (1) the classmates and professors in a classroom, or (2) business colleagues and clients that might be listening to a business idea, or (3) fellow citizens at a community public event, i.e. a Town Hall meeting.
- Sincerity, professionalism, and enthusiasm should be evidenced in the speech's content and delivery.
- No props, costumes, or audiovisuals may be used.

As for all CCofSE "Public Address" speech events:

- Only feet are permitted to touch the floor at any time.
- The use of facial expression, vocal variety and appropriate gestures is encouraged.
- Physical movement, such as taking steps while speaking, should be limited to the center of the presentation space.
- Humor and satire are permitted. Vulgarity, racial slurs and inappropriate humor are not allowed.
- Memorization of the student's original work is required. No scripts, notes, or prompting are allowed.
- The delivery of the speech should be enthusiastic, direct, sincere, and communicative, using good vocal variety, clear enunciation, fluency, and appealing to the interests of the audience.
- All directly quoted and/or paraphrased material must be properly cited in the speech.
- Use of a speech from any prior year is prohibited.
- The student must provide a typed copy of the speech to the Tournament Registrar upon arriving at the tournament. See script submission.

