

Appendix C: Proposition of Policy Speech

Assignment Overview

The purpose of your proposition of policy speech is to change your audience's attitudes or beliefs about a change in public policy. In this speech, you are not only helping your audience understand your topic, but you are also changing the way that they think, what they feel, or what they do. This particular speech is designed to maximize your ability to conduct research on relevant issues and apply that research to public policy advocacy aimed at changing the status quo or the current policy as it exists at this moment.

To begin this process, you will need to start your research by reading a local, state, national, or international newspaper to find a topic that interests you and that requires a policy change. Thus, you are beginning your research to determine whether a problem exists with the present policy (status quo). Next, you will formulate a proposition of policy statement which would lead to a change in the present policy—this will become the thesis statement for this speech. You will then develop the body of the speech which includes two indictments (problems or harms with the current policy), a plan of action to solve the problem, and a justification for your proposed solution. This speech will rely heavily on the use of research, evidence, and reasoning to support your arguments and to persuade your audience.

You must be careful that you are advocating for an appropriate change in the public policy based on actual harms or problems with the current policy. You must not indict a system without proving beyond a reasonable doubt that problems (there must be more than one) exist within the status quo. Thus, you will need to carefully construct your main points and subpoints based on the best and most relevant evidence. Reasoning must be used appropriately and accurately. Many individuals use logical fallacies to support their arguments which can impact the speakers' credibility and their ability to effectively persuade (for more information on evidence and reasoning see Chapter 9 and Chapter 14). Careful research and reasoning testing can help you avoid common errors and improve your persuasive appeal.

Research

For this speech, you will need to conduct outside research. Seven outside sources of information are required. You should consult a variety of sources, such as newspaper articles, peer-reviewed academic journals, books, and websites. Of the seven sources, three must be peer-reviewed academic sources. Furthermore, you should include the newspaper source that you used to help select your topic. Also, you will need to include a source that identifies the currently policy you are advocating to change. You will need

The Speaker's Primer

to include an APA formatted reference page with your outline that lists all of the sources referenced within your speech—remember, you must have a minimum of seven outside sources. During your speech you will need to orally cite/document all non-original material. For more information on oral citations please see Chapter 8 on research and preparation.

Assignment Specifics

1. Construct an enforceable proposition of policy that changes the current public policy. This will be your thesis statement for this assignment.
2. Practice and deliver the speech within a six to eight-minute time frame.
3. Develop the body of the speech based on four main points:
 - a. Develop two indictments of the present policy that show your audience the harms with the current policy (main points one and two);
 - b. Develop a plan of action that will implement your proposition and solve the problems you identified in your indictments (main point three);
 - c. Develop a section that justifies your solution and shows your audience that your plan can work to solve the problems you identified in your indictments (main point four).
4. Develop at least two subpoints to support each main point. Remember, all points on your outline should appear as one complete declarative sentence.
5. You will need to conduct research and should consult at least seven outside sources of information, three of the seven sources must come from peer-reviewed academic sources.
6. You will need to use evidence from each of your seven sources to support your subpoints. Each subpoint on the outline must be supported by at least one piece of documented evidence. For this assignment you will likely have two or more pieces of evidence to support each subpoint.
7. No evidence should appear in the speech outline. Evidence from outside sources should be written on evidence notecards and keyed to the speech outline.
8. Oral citations must be provided when referencing all research resources regardless if the information is a direct quotation or paraphrased citation.
9. An APA formatted reference page listing each source cited in the speech will need to accompany each outline.
10. Speaker notes are limited to 45 words on the speaker's outline notecard plus additional notecards for supporting evidence (please see the sample outline and the accompanying materials).
11. Please be prepared to turn in three copies of the speech outline and three copies of the reference list on the day of your speech.
12. All rules of regarding the use of evidence and reasoning should be followed.

Sample Propositions of Policy:

The Environmental Protection Agency (EPA) should establish a national policy to require the recycling of plastics.

The Food and Drug Administration (FDA) should establish a policy that enables the regulation of supplements and dietary additives.

Proposition of Policy Speech Sample Outline

Speaker Name: Kamryn Kullot*

Thesis statement: The United States Department of Justice should require that all law enforcement officers wear body cameras.

Introduction

- I. Police officers have family too.
- II. The United States Department of Justice should require that all law enforcement officers wear body cameras.

Body

- I. The lack of a body cameras makes a police officer's job tougher.
 - a. Having exact times and locations is important when officer's write reports. (1)
 - b. Having officers that do their job correctly is important for the safety the community they serve. (2)
- II. The lack of a body cameras places citizens at risk.
 - a. There are bad law enforcement officers. (3)
 - b. There is not an easy fix to law enforcement problems. (4)
- III. All law enforcement officers should be required to wear body cameras while on duty.
 - a. The cameras will be expensive. (5)
 - b. The cost will be covered by government grants and funding. (6)
- IV. The plan will work.
 - a. There is a decrease in complaints. (7)
 - b. There are many positive impacts of cameras. (8)

Conclusion

- I. Without body cameras officer's jobs are tougher and citizens are not ensured safety, but with them there is a decrease in complaints and ways to fund the cameras.
- II. The United States Department of Justice should require that all law enforcement officers wear body cameras.

*Used with the permission of Kamryn Kullot.

Proposition of Policy Speech Sample Reference List

References

- Ariel, B., Farrar, W. A., & Sutherland, A. (2015). The effect of police body-worn cameras on use of force and citizens' complaints against the police: A randomized controlled trial. *Journal of Quantitative Criminology*, 31, 509-535. doi:10.1007/s10940-014-9236-3.
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- Smykla, J. O., Crow, M. S., Crichlow, V. J., & Snyder, J. A. (2015). Police body-worn cameras: Perceptions of law enforcement leadership. *American Journal of Criminal Justice*, 41, 424-443. doi:10.1007/s12103-015-9316-4.

Proposition of Policy Speech Sample Evidence Cards

Author: United States Department of Justice (1)
Date: 2015
Title: Department of Justice Report Regarding the Criminal Investigation

"The encounter between Wilson and Brown took place over an approximately two-minute period...at approximately 11:53 a.m...When Brown used his physical size to stand over him and forcefully shove him away."

Author: Wesly Jennings, Lorie Fridell, and Mathew Lynch (2)
Date: November, 2015
Title: Cops and body cameras: Officer perceptions of the use of body-worn camera is law enforcement
Publication: Journal of Criminal Justice

"[Officers] would feel comfortable wearing [body cameras] and that they perceive a potential for benefits of body-worn cameras in improving citizen behavior, their own behavior, and the behavior of their fellow officers."

Author: Julianne Love De Jesus (3)
Date: October 21, 2016
Title: NCRPO Chief rally cops: We may be wrong, but were not bad men
Publication: Philippines Daily Inquirer

"Some Manila cops were seen in different videos assaulting protesters while a police van barreled through them." The Chief later stated "we do not tolerate their wrong actions."

Author: John Smykla, Matthew Crow, Vaughn Crinchlow, & Jamie Snyder (4)
Date: December 4, 2015
Title: Police body-worn cameras: Perceptions of law enforcement leadership
Publication: American Journal of Criminal Justice

"Body-worn cameras will impact officer's decisions to use force in encounters with citizens and police will be more reluctant to use necessary force in encounters with the public."

Proposition of Policy Speech Assignment Checklist

You are encouraged to use the checklist below to document that you have completed all of the necessary components of this assignment.

- ◆ Have you selected a speaking topic that interests you and is appropriate for your audience?
- ◆ Have you developed a carefully structured thesis statement?
- ◆ Is your thesis statement the last point in the introduction and the last point in the conclusion?
- ◆ Do you have one completed sentence for each point on your outline?
- ◆ Do you have four developed main points which support your thesis?
- ◆ Do you have at least two subpoints to support each main point?
- ◆ Does your outline contain an introduction and a conclusion?
- ◆ Did you follow the appropriate outline format illustrated in this textbook?
- ◆ Did your instructor check your speech outline?
- ◆ Are you prepared to turn in three printed copies of your outline?
- ◆ Have you completed a speaker's notecard and evidence notecards?
- ◆ Does the speaker outline card contain 45 or fewer words?
- ◆ Did you practice your speech aloud numerous times?
- ◆ Is the speech length between six and eight minutes long?
- ◆ Are your ideas clearly developed and well-organized?
- ◆ Is the delivery focused for a persuasive and impactful presentation?