

Speech Plan

Speech Topic Selection:

1. I believe my "social location" affected my topic selection because as a second generation Cuban American, I have personally felt the severe restrictions between my family on the island and me, such as remittances or even visiting them whenever I want. Another factor that may have contributed to my dislike of the embargo is that unlike most Cuban Americans, I live in California instead of Florida. In Florida the Cubans there are powerful supporters of the embargo because they are closer to Cuba and therefore have a concentrated number of refugees. Furthermore, the fact that I am Cuban American but not an exile from Cuba may contribute to my softening view of Cuba. Nevertheless, my mother who is an exile raised me to be proud and understanding of the situation in Cuba, while also influencing me with her experiences to disapprove of the Castro regime. When it comes to political influence, I can't really say there is one because both Democrats and Republicans avoid the issue of the embargo in order to placate Florida, an important battleground state.
2. My audience analysis gave me insight to determine the usefulness of the topic because it allowed to target the audience members that don't know or don't have an opinion on the topic. This intended target is useful because they are the ones that I need to persuade. The survey in class revealed that over half of the class did not know about the embargo so it brought it to my attention that I need a brief history section at the beginning of my speech. It also allowed me to collect specific information about what their interest on the topic might be. A lot of my classmates just wanted to what is and why lift. This information on their interests, gives me the opportunity to build my speech according to their needs which in turn will make for a better speech. However, the disadvantage to an unknown topic is that I wasn't able to get much feedback on their interest. Next time, it might be more useful to conduct the analysis before selecting a topic to ensure the speech will be focused on the audience's needs.

Research:

1. The steps I took to ensure that my information was responsible knowledge were going through the steps of the C.R.A.A.P. test. For example, I found some information I really liked and wanted to use on the internet, but I had never heard of the Cato institute and therefore was unsure if I should use it. So I then went to the Cato website to see if I could

learn more about the company. There I found that they are a think tank corporation and I was so elated when I saw that the webpage had ways to contact them like an address, email, and telephone number also as a nonprofit organization they posted everything they spend on. They have a list of schools that use them as references on research and I also looked some of the authors on the site and found that they hold credentials and have much experience working in government or journalism. In addition, they just recently updated their website. Most of the information I acquired is from newspapers and magazines from Ebsco host and Sirs databases. The issues with some of the databases are that don't give you the authors credentials, so I had to research them and find it. There was an article online I wanted to use that was about rising American travel to Cuba but I was unable to find any other source that had had the same information so therefore, it did not pass the accuracy part of the test. Not to mention that it was reported by a Mexican agency that was trying to lure Americans to fly to Cuba via Mexican airlines. There was an article that compared relations to China and Cuba on Ebsco host that I wanted to use but couldn't because it was written in the 1970's so it didn't pass the currency test.

2. The muted and marginalized perspectives that I uncovered in my research were American farmers that stymied by the embargo from making as much money as they could. I found a letter to the House and Ways Committee by agricultural lobbyist, John Block, pleading to lift the embargo because it's costing the American farmers and rancher billions of dollars a year. Another muted group I came across on my research was the United Nations. The U.N. has for twenty-two years voted to condemn the embargo, 188 in favor while only the U.S. and Israel oppose it. Foreign nations are marginalized groups because without their consent, America has threatened to sue them in American courts if they do business with Cuba. I also found the Cuban government is a muted group that expresses the embargo is economic warfare on Cuba. Turns out that the American public is also a muted group because a 2014 survey finds in a nationwide study that 56% of Americans favor lifting the embargo while 36% oppose it. The only people that truly have a voice in this matter are the Cuban Americans in Florida who hold a lot of power in office and by lobbying. Even Presidents of both parties, who oppose the embargo but are afraid of losing the battleground votes of Florida are muted in the matter.

Style and Delivery:

1. The emotion I would like my audience to feel is interest at the opportunity of making money. I hope my audience feels that the embargo is unfair to Cuba considering our current trading partners like China. I would like the audience to feel that Cuba is no longer a threat and to feel safe about lifting the embargo. I want them to feel that the embargo doesn't just affect the Cuban government but that we too are victims of this outdated sanction.

2. I do not want my audience to feel bored or like the topic isn't relevant to them. I don't want them to disagree with me and think that the policy should stay in place.
3. My voice should sound energetic in order to maintain the attention of the audience. I should pause when I want or emphasize a thought or sentence. I should use facial expressions to express anger and frustration. My voice should be high pitch when talking about something positive and low when I'm speaking about a somber issue. My voice should also fluctuate in order to maintain the interest of audience. I will try to avoid all word junk and remember to slow down so that I don't stumble over my words. My volume should be loud enough so that everyone in the class is able to receive my message.
4. I intend on comparing China and Cuba in order to illustrate the point that doing business with Cuba is not that different from doing business with other nations. I plan on using statistics on nationwide approval of lifting the embargo in order to emphasize the point that the most Americans feel the policy is no longer necessary. I also intend on using a testimony by John Block before the House committee on trade so that it may bolster my claim that lifting the embargo would benefit American farmers. I want to discuss foreign investment and business with Cuba to point out the money that American markets are missing out on. Also using a report by the U.S. Defense Agency would convince my audience that Cuba is no longer a threat and shouldn't be treated as such.

Excellent!

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