

# Persuasive Speaking

Persuasion is the act of convincing an audience to think, act or believe in a certain way.

## Quote of the Day—Oct 27 & 28

- Peace cannot be kept by force; it can only be achieved by understanding.  
— Albert Einstein

# How to Write a Persuasive Speech

- <http://safeshare.tv/w/masjvTASZJ>

# Aristotle's Persuasive Appeals

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Ethos

Pathos

Logos

# Logos

- Logical appeal
- If you have strong logos, your audience believes you because your arguments make sense. Your reasoning is clear, understandable, and incontestable.
- To use strong logos in your speech you should:
  1. Use statistics and factual information.
  2. Organize your arguments based on the Motivated Sequence (on the next slides).
  3. Use and cite resources from credible organizations and contributors.

# Pathos

- Emotional appeal
- If you have strong pathos, your audience believes you because you have made them feel strongly about your topic. They feel the same way about your topic as you do.
- To use strong pathos in your speech you should:
  1. Be passionate about your position as you speak.
  2. Show your feelings through your tone of voice and facial expressions.
  3. Use emotionally charged words such as “disgusting,” “immoral,” or “disgraceful.”

# Ethos

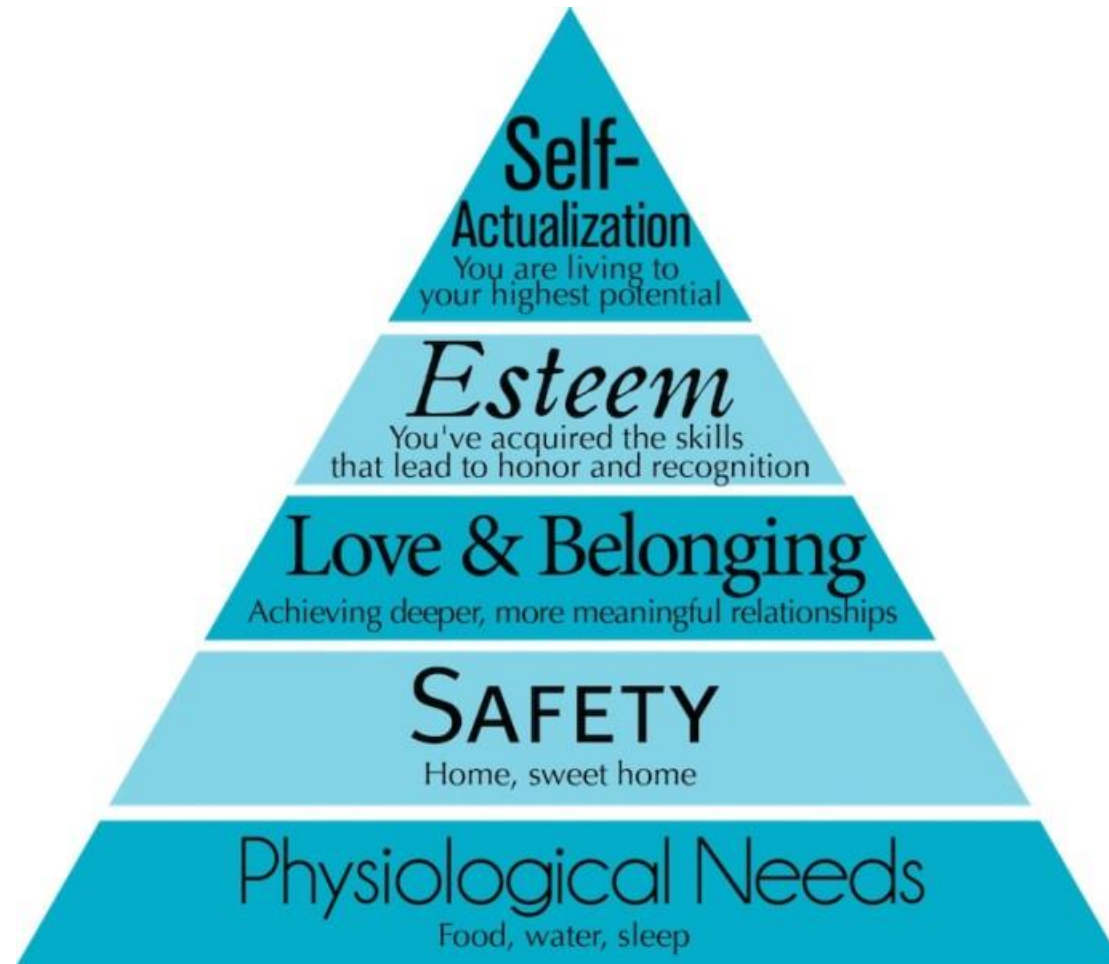
- Ethical appeal
- If you have strong ethos, our audience believes you because they can trust you. You have presented yourself as an honest person who has a high level of integrity.
- To show strong ethos in your speech, you should:
  1. Dress professionally – it is always easier to trust someone who looks the part.
  2. Cite sources – shows you have done your research and know your topic
  3. Show confidence through your posture and eye contact.

# Helpful Video

- <http://safeshare.tv/w/SrnaYvkOhB>



# Maslow's Hierarchy of Needs



# Audience Analysis

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Knowing your audience

# Supportive Audience

- Your audience already agrees with your thesis statement or supports you personally
- Example – campaign speeches at either the Democratic or Republican National Conventions
- Main Objective – reinforce what they already believe

# Uncommitted Audience

- Your audience has not yet decided what they think or how they feel about your topic
- Example – Jury during a trial
- Main Objective – win them over to your side; make them think, act, or believe the way you do

# Indifferent Audience

- This audience does not care about your topic because they don't believe it relates to them at all
- Example – men at a Susan G. Komen fundraiser
- Main Objective – show them how your topic relates to them, how it could affect them, or why they should care about it for the good of society as a whole

# Opposed Audience

- This audience disagrees with your thesis statement or dislikes you personally
- Example – citizens who do not support a second high school at a school board meeting
- Main Objective – to get them to listen to your opinion; you will probably not win them over the first time they hear what you have to say

# Motivated Sequence

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Building a logical argument

“Getting Mom to let you go to the movies”

# Step 1: Attention

- First, grab your audience's attention
- In your speech, you will do this through your attention getter in your introduction.

Ex: “Hey, Mom, you sure do look pretty today.”



## Step 2: Need

- Tell your audience what you need them to think, believe, or do.
- In your speech, you will do this through your thesis statement in your introduction.

Ex: “I think you should let me go to the movies this weekend.”

## Step 3: Satisfaction

- Give your audience reasons why they should think, believe, or do what you want.
- Your three reasons will become your main points in the body of your speech.
- EX: “Going to the movies will help me in school”
- What are two other reasons Mom should let you go to the movies?

# Step 4: Visualization

- Show your audience why or how your reason is true. You could also call this “Proof.”
- This will become your sub points in the body of your speech.
- The more proof you have to back up your point, the stronger your argument is.

EX: “The movie is set in Europe during World War 2 and is very historically accurate .”

“I have an AP World History exam coming up.”

“Watching the movie will be a more enjoyable way to review this historical event than reading from a textbook.”

# Step 5: Action

- Remind your audience of what you want them to do.
- We do this when you restate your thesis in your conclusion.

EX: “That’s why you should let me go to the movies, Mom.”

# Video Examples to Grade

- Death Penalty Speech
- Texting and Driving Speech
- Pay College Athletes Speech