

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 do we Persuade?

- Persuasion--the process to attempt to change others' attitudes, beliefs, values, or behaviors; occurs on a continuum
- What is this continuum?

Aristotle's Persuasive Appeals



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.

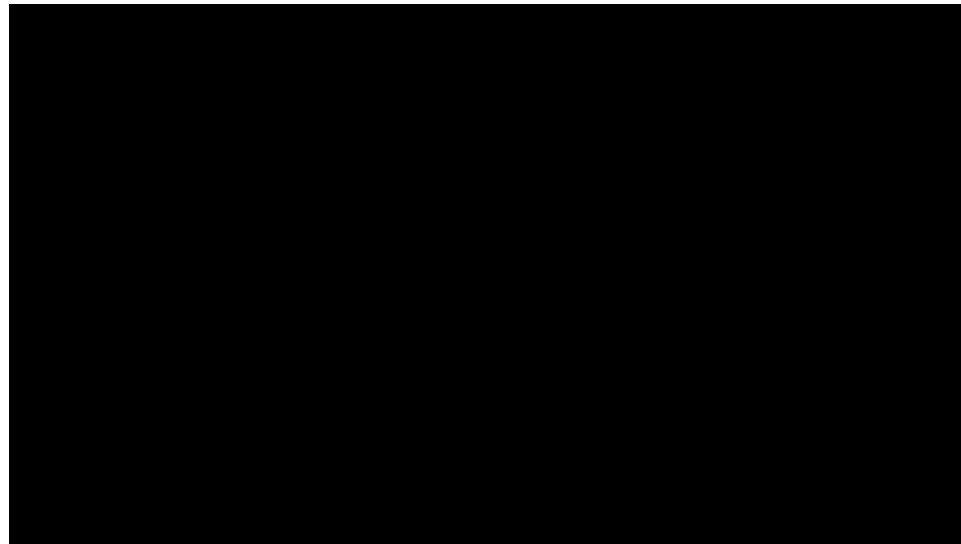
Ethos

- 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.

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.”

Making Claims



Audience Analysis

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
- 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



Let's work together to build a persuasive argument...

Topic: Mom should let me go see a movie premiere on a school night.

Step 1: Attention

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

Ex:

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:

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:
- 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:

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:

Video Examples to Grade

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