

1. Persuasive speeches will be presented on Tuesday, March 27 and Thursday, March 29. Order of speeches will be announced in class.
2. Your SLEEP for Persuasive Speeches worksheet (with topic) is due on Tuesday, March 20.
3. These speeches must be 3 – 10 minutes long. They must include the requirements listed below in items 4. and 5.
4. You should try to have some presentational aid showing graphs or charts or other photographic or illustrative images that pertain to your topic to help explain it.
5. This speech should inform your audience about something you believe in and that you believe a problem or need exists relating to your main topic. This most likely requires research. **You will need facts/statistics, testimony, and narratives.** Make sure you tell the source of your information as part of your speech. It is okay to use someone else's words within your speech as long as you tell whose words they are and don't make them seem like your words.
6. Help your audience remember your topic and understand your speech by organizing your material and providing previews and summaries. Remember Monroe's Motivated Sequence as it is explained in the other Canvas postings.

The Basic Principles of Persuasive Speaking

(some ideas are taken from: <http://www.writingcentre.ubc.ca/workshop/tools/argument.htm>)

Persuasive speaking sets out ideally to influence or change an audience's thoughts or actions. As part of your persuasive speech, you must prove to your listeners that you are able to effectively prove a point.

You are subjected to persuasion everyday from the time you wake up until the time you go to bed, whether that persuasion comes from your friends, your instructors, or the media. Whenever you buy a product or use a service, your choice has likely been influenced by a persuasive marketing ad. There are, of course, many occupations where persuasive speaking is a skill used on an everyday basis, including Lawyers, teachers, clergy members, business managers, and politicians. The point is that understanding persuasive strategies can help you in two very important ways:

- 1) Knowing the strategies helps you analyze the strategies other people are using to persuade you. This way you can protect yourself when, for example, unethical marketers are trying to take advantage of you.
- 2) Knowing the strategies helps you to choose the most effective way to persuade an audience.

How do we get others to accept our point of view? Remember the terms *logos*, by appealing to their reason, *pathos*, by appealing to their emotions, and *ethos*, by the appeal of our own good character.

1) Logos - Appealing to Reason: Presenting an argument is an appeal to your audience's sense of reason; it is NOT a violent fight, dispute, or disagreement. It is a logical way to try to persuade others to agree that you have presented a strong point, whether or not they agree with you.

One critical thing to remember is that there are at least two sides to every issue. If you take the attitude that there is only one side--your side--you will quite likely alienate your audience. You need, then, to choose one side of an issue clearly in an effort to persuade others. If you're unsure of your own stance, how can you expect other people to assess, understand, and be convinced by your position? You should also indicate that while you believe one side, others may feel equally as strong about the other side of the issue.

Example: Does it make sense to stop smoking? **Position:** Yes
Questions you may ask (Your reasoning skills often depend on what we call "common sense"):

1. Is my evidence believable and sufficient?
2. Are the assumptions built into my argument fair and logical?
3. Does my conclusion follow logically from the claims I make?

2) Pathos: Appealing to Emotion: The logical appeal is certainly an extremely persuasive tool. Our human nature also lets us be influenced by our emotions. One way of evoking emotion in your reader is to use vivid images. Cite examples of people you may have known or famous people who had lung cancer. You might detail the pain of going through chemo therapy, or describe diseased lungs or other body parts. Be careful, however, that when you use emotional appeal, you use it "legitimately." You should not use it as a substitute for logical and/or ethical appeals. Don't use emotional appeals to draw on stereotypes or manipulate our emotional fears. Don't use emotional appeal to get an automatic, knee-jerk reaction from someone. If you use emotionally charged language or examples simply to upset or anger your audience, you are using emotion illegitimately.

3) Ethos: Appealing to our good character: The appeal of your ethics can occur on one or more of the following levels in any given argument. The audience must trust the writer in order to accept the arguments. Don't overlook ethical appeal, as it can be the most effective of the three.

Elements of a good argument: Remember to identify any unfamiliar or uniquely used terms in your argument. If you forget to, or chose not to, define your terms, you run the risk of alienating your readers, confusing them, or causing them to come to inappropriate conclusions. For example, before making the argument that teachers should "monitor" their students, the word monitor should be defined. Does "monitor" include eavesdropping on their group discussions? Does it include accessing their registrar's files to see how well (or how poorly) the students are doing in their other classes? Does it mean reading their e-mail in an online course without their knowledge? You would want to be clear about such a term so that someone wouldn't misinterpret its usage in a particular context.

You must ensure that your evidence is convincing: Evidence should satisfy these questions: Is their enough evidence to present a strong, indisputable case? Is the evidence trustworthy, coming from reliable, informed sources? Is it factual, or does it rely solely on opinion?

Appeal to authority: If you are drawing on an authoritative, expert figure to back up what you say, (as your testimony) is the authority actually reliable? When trying to determine whether someone is an authority, consider the following elements:

- Is your expert a current authority on the specific subject in question?
- Is your expert up-to-date on the most current procedures, statistics, theories
- Is your expert viewed favorably by his/her peers? Is he/she respected in the field?
- Is your expert associated with reputable organizations?