

We are writing persuasive speeches which will call for a governing body to take action.

Here are the 5 steps we will use to organize our 3-minute speeches.

Step #1

Get the attention of your primary audience (the people for whom the speech is intended)

- Who is our primary audience?
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- Who else will be in the room? Those people are our secondary audience.
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Step #2

State the problem

- Prove it exists with evidence
- Prove it exists with emotion

Step #3

Offer a reasonable solution

- Just state what the solution is

Step #4

Explain how the solution will put an end to the problem

- Use additional evidence where possible
- Use additional emotion where possible
- Explain what needs to happen in order for the solution to work
- Note briefly anything that might stand in the way of implementing the solution and follow that with a mention of any benefit(s) can you point to that would outweigh the barrier(s)

Step #5

State the exact action that you want the governing body to take as a result of your presentation

Evidence, Emotional Appeals, & Speaker Credibility: Tools of Persuasion

Evidence

Consists of the specific examples, comparisons, contrasts, statistics, and statements from authority. Also called supporting material.

Successful characteristics of evidence:

Specific evidence

Novel evidence

From credible sources (which can include the speaker if the speaker has personal experience with the topic)

Things to keep in mind:

You must make the point of your evidence clear.

You should avoid using the same evidence more than once in a speech.

Emotional Appeals

Statements that are often intended to make audience members feel/experience particular emotion. Examples include statements or stories that cause audience members to feel sad, angry, guilty, nostalgic, or happy (to name a few).

Emotional appeals can also involve an appeal to the needs and values of an audience.

Examples include safety, a secure future, goodness, or the right thing to do (to name a few).

Characteristics of emotional appeals:

Emotionally charged language

Vivid examples

Sincerity and conviction

Speaker Credibility

The audience's attitude toward or perception of the speaker

Two characteristics of speaker credibility:

Competence = how an audience regards a speaker's intelligence, expertise, and knowledge of the subject.

Character = how an audience regards a speaker's sincerity, trustworthiness, & concern for the well being of the audience.

Things to keep in mind:

Audience members often have assigned credibility to a speaker before the speaker talks.

Audience members adjust the credibility they assign to a speaker during the speech.

Audience members adjust credibility one more time. After the speech is over, in the days, weeks, and years that pass the audience members hold their final assignment of credibility to the speaker.

Why employ the tools of persuasion to our 5 step organization plan?

The successful persuasive speaker employs a combination of all three methods in their speeches.

Audience members are persuaded because:

1. they perceive the speaker as having high credibility
2. they are won over by the speaker's evidence
3. their emotions are touched by the speaker's ideas or language

How will you apply these three methods to your 3-minute persuasive speech?