

Persuasive Speeches: What Are You Questioning?

Key:

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Dylan & Jaela

I. Introduction (~40 secs)

- A. Whether it's arguing about politics, debating on who's the best artist, or deciding on what to eat for dinner, convincing others is the ultimate goal and act of persuasion. Hello my name is Dylan, my name is Jaela, and in today's podcast, we will be discussing the UNC-Greensboro Speaking Center Tip Sheet, "Persuasive Speeches: What Are You Questioning?"
- B. Persuasion is a communication method that uses both verbal and nonverbal messages to try to modify or reinforce the attitudes, beliefs, values, or behaviors of those who are listening.
- C. According to the Speaking Center Tip Sheet, types of persuasion can be categorized according to the proposition/question.
- D. In this podcast, we will be discussing three propositions and questions which are Questions of Fact, Questions of Value, and Questions of Policy. These propositions and questions argue about what is, what should be, or how it should be.

Transition: And we'll begin first by talking about Questions of Fact.

II. Body (3-4 minutes)

A. Question of Fact

1. A question of fact concerns what is true or what is false, what does or does not exist, and what did or did not happen. These are the kinds of questions that can be addressed with facts that can be verified with proper data.
2. In persuasive speeches, the speaker offers information in hopes that their audience will believe or agree with their points. This means that it requires the audience to make judgments based on facts and it typically involves a subject you can research and confirm.

3. Some examples of questions of fact include: Which building is the tallest on earth? Who is the richest person in the U.S.? Who scored the most points in the NBA season? As you may be able to infer, these questions are very straightforward. However, propositions of fact that are used as topics for persuasive speeches are often less straightforward.
4. For example, questions of fact that are more complex may include: Violence in media causes child violence; individuals in America are going to college more than ever before; or genetically modified crops pose serious dangers.
5. The questions of fact that we deal with in persuasive speeches are a bit different. Although these questions have answers, the answers are not that direct and easy to find, and may actually never be found. To reiterate, these questions of fact are potentially answerable, but we may never know for certain.

(Transition): And now that I've finished talking about Questions of Fact, Jaela will now be discussing Questions of Value.

B. Question of Value

1. In persuasive speeches, a question of value regards whether an action or idea is good or bad, desirable or undesirable, or better or worse. Values describe an individual's principles or standard and regards judgment of what's important in one's life. It is important to know that everyone's values are different. Because of this, research and supporting evidence is critical as it ultimately helps convince an audience that the values you believe are right.
2. For example, persuasive speeches regarding questions of value can attempt to convince individuals that Sprite is better than Coke, It is wrong to drink and drive, and/or that police brutality is ineffective and should be taken more seriously. Often, many persuasive speeches attempt to persuade others that the issues or thoughts that you have are important and should ultimately be taken into consideration.

3. In persuasive speeches regarding questions of value, you should remember to answer the question of “What should be”. With doing so, you must also justify your opinion.

(Transition): Now that I have discussed Questions of Value, Dylan and I will discuss Questions of Policy.

C. Question of Policy

1. A Question of Policy seeks a course of action or proposes a particular solution to a problem. In other words, it asks if something “should or should not be done”.
2. For example, some questions of policy would be: Should university students receive textbooks for free, should everyone have the right to vote, or should animal testing be allowed?
3. Questions of Policy involve both facts and values and are therefore more complex. When discussing Questions of Policy, persuasive speakers typically focus on three factors: need, plan, and suitability. If one believes that things are not fine as they are, then they must argue that there is a need for change. When one advocates for change, they must provide a plan. This plan tells the audience what they believe should be done. Finally, you must defend your plan by explaining its suitability for the situation.
4. Ultimately, in persuasive speeches regarding Questions of Policy, you should remember and seek to find the answer of how something should be.

(Transition): And we’ll now be concluding our podcast with an overview of what we have talked about.

III. Outro (~20 secs)

- A. In today’s podcast, we have discussed questions of fact, questions of value, and questions of policy. These three propositions and questions can ultimately make up a persuasive speech or argument.
- B. Persuasion is a valuable skill of convincing others to agree with your point of view, and understanding these propositions and questions allows one to build a better argument and help convince their audience more effectively. Thank you!

