Comm Skills Virtual Learning

Public Speaking Persuasive Speaking

May 4, 2020

Lesson: May 4, 2020

Objective/Learning Target: Students will identify and apply persuasive messages.

Bell Ringer/Let's Get Started

Do you agree or disagree with this statement?

Appealing to negative emotions is much more persuasive than appealing to positive ones.

Lesson/Activity

As we continue to craft our persuasive speeches this week, we will construct well-supported arguments developed through rhetorical appeals to logos, ethos, and pathos.

Argument means articulating a position with with the support of logos, ethos, and pathos.

Stephen Toulmin developed a model to explain the form of everyday arguments. His model has three major elements: the claim, the support, and the warrant.

Lesson/Activity

The claim is the conclusion the persuader wants others to agree with. For example, you might claim: "Watson's house needs a new paint job."

The support is the evidence offered as grounds for accepting/agreeing with the claim. You can support a claim with various types of evidence such as facts, opinions, experiences, and observations. In the paint example, we might note evidence that "the paint is peeling off by the garage door" and "there is red spray paint on the right side of the house."

Lesson/Activity

The warrant is the reasoning process that connects the support to the claim. Sometimes the warrant is verbalized and sometimes the warrant is implied. In the paint example, you might offer a warrant such as "peeling paint and discoloration are common indications that a new paint job is needed."

Not knowing whether audience members will make these connections, the most effective public speakers verbalize their reasoning warrants.

Watch to see a quick recap.

Practice

Now that we have constructed a thesis statement and identified our main points, we will continue to conduct research to select evidence.

As you research your topic, be sure to evaluate your evidence and sources to select the best ones to use in your speech. Remember, you are using the evidence to support your claim.

Practice

You can use answers to the following questions to guide your decisions about your sources:

1. Does the evidence come from a well-respected source?
2. Is the evidence recent and, if not, is it still valid?
3. Does the evidence really support the claim?
4. Will this evidence be persuasive for this audience?

Additional Resources

[Evaluating Sources](#)

[Is My Source Credible?](#)

[The Toulmin Method](#)