



Comm Skills Virtual Learning

Public Speaking

Persuasive Speaking

May 7, 2020



Lesson: May 7, 2020

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

Bell Ringer/Let's Get Started

Quick quiz: Do you remember the main goals of the introduction?

Quickly jot down what you remember.

Lesson/Activity

Selecting the Best Introduction

The introduction is critical in establishing a relationship with your audience and identifying your topic and goal.

Your speech introduction should meet all four goals and be long enough to encourage listeners to hear you out, but not so long that it leaves too little time to develop the substance of your speech.

Lesson/Activity

Get Attention

Your first goal is to create an opening that will win your listeners' attention by arousing their curiosity and motivating them to want to know more about your topic.

Techniques

A startling statement

A story

Questions

A quotation

Lesson/Activity

Introductions

Establish Relevance - show how and why your speech relates to or might affect your audience. Sometimes your attention-getting statement will serve this function, but if it doesn't, you will need to provide a personal connection between your topic and your audience.

Establish Credibility - your goal is to highlight how you are a credible speaker on this topic, one who respects the audience and the occasion, not to prove that you are a final authority on the subject. .

Lesson/Activity

Introductions

State the Thesis - Audiences want to know what your speech is going to be about, so you need to state your thesis. Stating your main points in the introduction is necessary, as well.

Lesson/Activity

Reviewing Your Speech Introduction Activity

The goal of this activity is to create several speech introductions from which to choose.

For the persuasive speech outline that you have create, write three different introductions - using different rhetorical devices (startling statement, question, story, personal reference, joke, quotation) to get attention - that you believe meet the goals of effective introductions and would be appropriate for your speech goal.

Practice

Of the three introductions you drafted, which do you believe is the best?
Why?

Write that introduction in outline form, indicating each part.

Practice your persuasive speech and be sure to include your revised introduction. Time the presentation. You should be at about 5 minutes. If you are less than 5 or greater than 8, it's important to do some editing before tomorrow!

Additional Resources

[Persuasive Speech Example](#)

[Principles of Persuasion](#)

[Tips for Writing a Persuasive Speech](#)