



**Comm Skills Virtual Learning**

**Public Speaking**

**Persuasive Speaking**

**May 6, 2020**



Lesson: May 6, 2020

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

# Bell Ringer/Let's Get Started

What does the word ethics mean? See if you can define it in your own words. Can you draw an example? What are some ethical choices that you have made in your life?

# Lesson/Activity

## Ethical Guidelines for Persuasive Speeches

Let's look at five ethical guidelines speakers should follow when their specific goal is to convince the audience to believe something or do something.

**Ethical persuasive speeches advocate the genuine beliefs of the speaker.**

**Ethical persuasive speeches provide choice.**

**Ethical persuasive speeches use representative supporting information.**

Make sure evidence cited is representative of all the evidence that could be used. It is unethical to misrepresent a single piece of evidence.

# Lesson/Activity

**Ethical persuasive speeches use emotional appeals conscientiously.**

Emotional appeals are a legitimate strategy to get an audience involved in your speech. However, excessive use as the basis of persuasion, without strong evidence and reasoning, is unethical.

**Ethical speeches honestly present the speaker's credibility.** It is unethical to act as though you know a great deal about a subject when you do not. It is also important to disclose interests that may influence stance on the issue.

Let's [hear](#) more about this topic now.

# Lesson/Activity

**Use nonverbal delivery to reinforce your message.** Nonverbals should highlight the emotional content of the message. Use pauses, volume, and pitch to heighten and highlight the emotional content of the message. Dramatic pauses can be used to magnify emotional effects. Lowering or raising volume or pitch can create emotional responses.

**Use gestures and facial expressions to express emotions.** Avoid deadpan. Model the feelings of your message.

# Practice

Persuasive speeches are designed to influence the attitudes, beliefs, values, or behaviors of audience members.

Let's reflect. Have you focuses on creating an effective and ethical persuasive speech? What guidelines should you revisit?

# Practice

Let's review our outline to make sure we are on track.

General goal:

Specific goal:

Thesis Statement:

Three main points in parallel structure & Subpoints with supporting evidence

Clear organizational pattern



# Practice

## Examples

General goal: I want to persuade my audience.

Specific goal: I want my audience to support organ donation.

Thesis statement: The United States Federal Government should adopt universal opt-out policy for all adults in order to satisfy the demand of available organs.

# Practice

Make sure the relationship between each main point and the goal statement are clearly specified.

- I. In the status quo, there is a lack of available organs.
- II. Other countries' opt-out policies provide alternatives.
- III. Organ donorship policy revision saves lives.

Once you are satisfied with your outline, add your supporting evidence. How long is your draft? Remember! The speech should be 5-8 minutes.

# Additional Resources

[Original Oratory](#)

[Persuasive Speech Example](#)

[Parallel Structure](#)