



Comm Skills Virtual Learning

Public Speaking

Prepare to Persuade

April 24 00, 2020



Lesson: April 24, 2020

Objective/Learning Target: Students will adapt their persuasive appeals to their audiences.

Bell Ringer/Let's Get Started

Think about your attempts to persuade your parents or guardians to say “yes” to your requests on various occasions. Are you generally successful? Have you noticed any particular techniques that seem to work better than others? Are you able to persuade one parent more than the other? Why do you think you tend to be more successful with this parent?

Lesson/Activity

Make two lists. In the first, list products that you might have to persuade people to buy. In the second, list ideas that you might have to promote. Before you make your lists, think of specific instances in school, in your community, on the job, or with your friends that would involve a persuasive approach on your part.

Lesson/Activity

Think about advertisements.

Jot down some responses to these questions.

Where do we see advertising? What are some of the “catch phrases” you can easily remember? What could be the reason ads do that? How does this affect whether or not you buy the products?

Lesson/Activity

Advertisements are directed to specific audiences; this is called a target audience.

Advertisers use persuasive techniques to convince their target audiences to buy their products. These techniques are: pathos, logos, ethos.

Pathos - uses emotion to appeal to a consumer

Logos - uses logic or reason to appeal to a consumer

Ethos - uses credibility or character to appeal to a consumer

Lesson/Activity

Watch this [clip](#) to learn more about these persuasive (or rhetorical) strategies. Can you identify the strategies each commercial uses?

Note: many use more than one!

Practice

On your own, find three different advertisements and identify the persuasive strategies used in each.

Additional Resources

[How to Analyze a Print Advertisement](#)

[Rhetorical Analysis of Super Bowl Commercial](#)

[The Rhetorical Triangle](#)