



Comm Skills Virtual Learning

Public Speaking

Preparing to Persuade

April 23, 2020



Lesson: April 23, 2020

Objective/Learning Target: Students will recognize persuasive strategies.

Bell Ringer/Let's Get Started

Aristotle once said “Character is the most effective means of persuasion.” Do you believe that Aristotle is right about this? Why or why not?

What are some examples of some times when you were persuaded by others to do something or believe something? What was the key ingredient?

Lesson/Activity

I would like to persuade _____ to _____.

Write the above sentence on a sheet of paper. Fill in the blanks in as many different ways that you can think of.

After you have generated as many sentences as possible, pick two. Choose the two that seem the most realistic in terms of you persuading that person to do whatever you wrote in the second blank.

Lesson/Activity

Then, for each of the two items, write a step-by-step plan for achieving your results.

Example:

I would like to persuade Mr. Katt to accept my late homework.

PLAN: Write a nicely worded email, accept responsibility for the missing work, identify work to be turned in, draft suggested timeline of dates, ask for how I can improve, follow up as appropriate

Lesson/Activity

Look over the your desired persuasion statements and plans. After reviewing your plans and the example, list and identify the factors that contribute to being persuasive.

Lesson/Activity

Choose several of the terms below. For each term chosen, label and illustrate the word.

Unbiased

pathos

ethos

Compromise

goodwill

integrity

Disclaimer

reputation

sincerity

Logos

competency

credentials

Proof

composure

analytical

Practice

A persuasive speech asks your audience to “buy” something that you are selling. It can be a product, but it can also be a belief, an attitude, or an idea.

Today, we are going to watch [a persuasive speech](#). As you watch, take notes on how you think the speaker

1. Induces the audience to believe as the speaker does
2. Influences the audience in order to cause some sort of direct action

Additional Resources

[Rhetoric 101](#)

[Origins of Public Speaking](#)

[Persuasive Speaking](#)