



Comm Skills Virtual Learning

Public Speaking

Persuasive Speaking

May 8, 2020



Lesson: May 8, 2020

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

Bell Ringer/Let's Get Started

What did Shakespeare mean when he said, "All's well that ends well"?

Lesson/Activity

The Conclusion

Effective conclusions summarize the main ideas and leave the audience with a vivid impression.

The conclusion has two major goals. The first is to summarize the goal and the main points. The second is to provide closure in a memorable way.

Lesson/Activity

Summarize Goal and Main Points

Include an abbreviated restatement of your goal and main points.

Example: Thus, we should all include at least 30 minutes of exercise each day to improve our environment, as well as our physical and mental health.

30 minutes of exercise = persuasive goal

Environment, physical, mental = main points

Lesson/Activity

Conclusions

Clincher - short statement that provides a sense of closure by driving home the importance of the speech in a memorable way. When possible, you want to tie-back to the attention-getter from the introduction.

Vivid imagery - using the attention-getting devices to develop imagery is great for persuasion. This technique leaves listeners with vibrant pictures in their minds.

Appeal to action - what you want your audience to do after they have heard your speech. Make this strong!

Lesson/Activity

Reviewing Your Speech Conclusion Activity

As with the introduction, create two or three conclusions and then choose the best one for the audience! Which one is most persuasive?

For the persuasive speech you have already created, write three different conclusions that review important points you want the audience to remember, and include a clincher that provides closure by leaving the audience with a vivid impression.

Practice

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

Write that conclusion 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 next week!

Additional Resources

[How to End Your Speech](#)

[How to Make Your Speech an Appeal to Action](#)

[Steps of a Conclusion](#)