



Comm Skills Virtual Learning

Public Speaking

Persuasive Speaking

May 5, 2020



Lesson: May 5, 2020

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

Bell Ringer/Let's Get Started

Goodwill is the perception the audience forms of a speaker who they believe understands them, empathizes with them, and is responsive to them. When audience members believe in the speaker's goodwill, they are willing to believe what the speaker says.

How do you establish good will? What are some ways that you can demonstrate empathy?

Lesson/Activity

Guidelines for Appealing to Emotions

You can evoke negative emotions, positive emotions, or both as a way to encourage listeners to internalize your message. Today, we will look at some guidelines for doing so effectively in your speech.

Tell vivid stories. Using stories and testimonials help personalize the issue for listeners by appealing to specific emotions.

Use startling statistics. When used strategically, statistics can evoke strong emotions. They can surprise because of sheer magnitude.

Lesson/Activity

Incorporate listener -relevance. Emotions are stronger when audience's are personally involved. How can you bring the problem close to each listener? How can you suggest the universality of the problem?

Choose presentational aids. Reinforce your verbal messages with effective visual aids. Pictures and video clips can create an emotional connection. Consider before-and- after pictures.

Use descriptive language. Include words that evoke emotion. How can you include a persuasive punch?

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

Now that we have added evidence and examples to our speeches, let's start to practice sections of presentation.

Choose several of the emotional appeals from today and integrate them into your speech. How are you relating your audience?

What revisions might we want to make at this point?

Additional Resources

[Critical Thinking & Reasoning](#)

[Persuasive Speaking](#)

[Supporting Your Ideas](#)