



Comm Skills Virtual Learning

Public Speaking

Prepare to Persuade

May 1, 2020



Lesson: May 1, 2020

Objective/Learning Target: Students will research persuasive speeches.

Bell Ringer/Let's Get Started

Let's take a look at your thesis. Does it require any revision?

Go ahead draft your Specific Purpose and Central Idea, as well.

Here is a sample from a speech about pennies:

- *Specific Purpose:* To persuade my audience that pennies should be eliminated from the United States money supply.
- *Central Idea:* Because Pennies cause problems for individuals, businesses, and the economy as a whole, they should be eliminated from the U.S. money system.

Lesson/Activity

Today we are going to review organizational patterns and learn about a new one.

Patterns of Organization for Persuasive Speaking

Problem-Solution

- Specific Purpose: To persuade my audience that they should sign universal organ donor cards.
- Central Idea: We can take a step toward solving the serious shortage of organ donors in the United States by signing universal organ donor cards.

I. There is a serious shortage of healthy organs available for transplant.

II. By signing a universal organ donor card you can help solve this problem.

Lesson/Activity

..

Problem-Cause-Solution

- Specific Purpose: To persuade my audience that the government must increase its efforts to counter-act global warming.
- Central Idea: The effects of global warming are catastrophic, but by understanding what is causing this condition, the government can create policies that can reverse these effects.

I. Scientists agree that a general warming of the earth's atmosphere would lead to devastating effects on the environment.

II. There are several factors responsible for global warming.

III. Government policies directed at industry and individuals can mitigate the effects of global warming.

Lesson/Activity

• *Monroe's Motivated Sequence*

Best pattern to use for a personal action appeal.

Five Parts: Attention, Need, Satisfaction, Visualization, Action; but only three main points.

As we watch the [video](#), identify the components:

Practice

Now that we have identified our organizational pattern, let's start researching. Here are some reminders about what to use to prove your points.

Three Types of Support Material

Examples

Statistics

Testimony

All three types of support material require that you:

make accurate use

evaluate and identify the source (beware bias)

consider recency

consider strength

Practice

Guidelines for use of Examples:

1. Do not use them alone to support an important claim.
2. Examples are useful in clarifying, reinforcing, or personalizing ideas.
- 3 Ethical use demands that you consider the source, age, and representativeness of the example.

Tips for effective use of statistics:

1. Combine statistics with examples.
2. Don't use too many at a time.
3. Identify the source of the statistics.
4. Translate your statistics.
5. Round off your statistics.

Practice

Guidelines for the use of testimony:

1. Quote accurately.
2. Paraphrase fairly.
3. Use qualified sources.
4. Use reluctant testimony.
5. Always identify the source and the source's credentials.

Practice

Use this form to begin your preliminary research into the topic of your speech.

You need to collect information from at least five different database collections using your school or public library databases.

In addition, you need at least three different types of supporting materials as identified in the textbook: brief examples, extended examples, dictionary definition, expert definition, etymological definition, functional definition, expert testimony, lay testimony, statistics, narratives, literal analogies, or figurative analogies.

The information you collect must:

- be relevant to your topic;
- be specific (only something you would quote, paraphrase, or summarize in your speech, not an entire article for example);
- be purposeful as a specific type of supporting material.

Practice

SPEECH TOPIC: *Don't forget this! YOU WILL DO THIS 5 TIMES TOTAL*

Source 1: Ebsco or Database of your choice

Article title:

Author:

Name of periodical:

Volume: Pages: Date:

Database used:

Date information retrieved:

Type of supporting material:

Information obtained (copy and paste):

Additional Resources

[How Do I Use an Ebsco Database?](#)

[Kansas City Library](#)

[Research Tips](#)