



Comm Skills Virtual Learning

Public Speaking

Prepare to Persuade

April 27, 2020



Lesson: April 27, 2020

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

Bell Ringer/Let's Get Started

A supportive audience is friendly. Its members like you and what you have to say.

An uncommitted audience isn't for you or against you; its members simply need information to make up their minds.

An indifferent audience is difficult to adapt to because its members are apathetic toward you. While they aren't opposed, they can appear bored.

Describe personal situations in which you were an indifferent and situations where you were an uncommitted audience member.

Lesson/Activity

Identify whether you would most likely expect a supportive or uncommitted audience in each situation described below:

- *Aaron tries to convince his grandparents to let him spend the weekend at their house.*
- *Libby and Shelbi attempt to convince the new teacher to let them have one more day to prep their speeches.*
- *Jordan tells his three best friends why he thinks they should vote for him for president of anime club.*
- *Kylee tries to convince her supervisor to give her Friday nights off.*

Lesson/Activity

Opposed audience members are hostile to you, to what you are promoting, or to both.

Let's learn more about how to adapt to the four different kinds of [audiences](#).

Choose a topic for a speech. Imagine that you will be giving this speech to two audiences, one supportive and one opposed. How will your style and tone change for the two audiences? Draft some ideas for the two speeches; pay attention to the level of detail you need for each audience and the organization that will best present your point of view.

Practice

Appealing to Your Audience

A persuasive speaker can often be successful by appealing to the sense of logic of her audience. You can promote your logical appeal (logos) by being organized and by offering proof to your audience.

Emotional appeal, or pathos involves appealing to people's feelings of love, anger, disgust, fear, patriotism, compassion, or the like.

Personal appeal, or ethos, means that your listeners will buy what you are selling because they trust in you and your credibility.

Practice

Identify emotional topics involving your school or community. Choose one or more topic(s) that you feel most strongly about. Develop a persuasive appeal to the appropriate body.

Additional Resources

[4 Ways to Persuade With Emotion](#)

[Change My Mind](#)

[Ethos, Pathos, Logos](#)