



**Comm Skills Virtual Learning**

**Public Speaking**

**Prepare to Persuade**

**April 30, 2020**



Lesson: April 30, 2020

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

# Bell Ringer/Let's Get Started

Have you chosen your topic yet? If so, use your subject for this opening activity. If not, just pick something you are interested in; maybe use something from yesterday's list.

Locate a piece of evidence for each type described below for your topic.

· **Facts, figures, statistics**

**Examples from “real life”**

· **Narratives**—make your audience witness to a living drama

**Expert Testimony/Witnesses**

# Lesson/Activity

Once you have your general subject in mind, you can begin constructing your argument.

## **Create an understanding of the issue/problem**

- Use data and statistics to illustrate the problem/issue
- Use testimony, stories, examples to connect with your audience (Logos, Pathos, Ethos)
- You can also respectfully address the “other side” of the issue/problem

# Lesson/Activity

## •• **Offer a solution/plan/action that would address the issue or solve the problem:**

▫ If you have offered a valid argument, the audience may accept your position and be ready to act.

▫ Have a valid plan that is logical

## •• **Enactment:**

▫ Get them to act on what you say or the argument you presented

▫ Have them sign a petition, raise their hands, voice agreement, write letters to politicians, etc.

## Lesson/Activity

• **Set modest goals** (you may not change anyone's mind), such as asking only for a fair hearing from the audience.

• **Give a multi-sided presentation**

- Acknowledge the arguments on the other side
- Show respect at all times for the opposition

# Lesson/Activity

**Reminder:** You should present a question of policy.

Here is where we argue that some action should or should not be taken.

The form is always: "To persuade my audience that X should do Y."

"To persuade my audience that THS should turn the lecture hall into a Multi-cultural Center."

"To persuade my audience that the U.S. military should lift its ban on women in combat."

"To persuade my audience that they should donate blood."

# Lesson / Activity

**There are two types of persuasive speeches of policy.**

- The first aims for passive agreement.
- The second aims for personal action.

*Sample Specific Purpose Statements for Persuasive Speeches to Gain Immediate Action*

- To persuade my audience to participate in community service.
- To persuade my audience to volunteer as literacy tutors.
- To persuade my audience to vote in the next presidential election.
- To persuade my audience to give blood through the Red Cross.
- To persuade my audience to sign a petition for longer library hours.



# Lesson / Activity

## *Sample Specific Purpose Statements for Persuasive Speeches to Gain Passive Agreement*

- To persuade my audience that there should be tougher enforcement of laws to protect the victims of domestic abuse.
- To persuade my audience that college scholarship athletes should receive a \$200 monthly stipend for personal expenses.
- To persuade my audience that the federal government should impose a ban on all advertising for cigarettes and other tobacco products.

# Practice

## **Persuasive Analysis and Structures**

Once you have chosen a topic, your next task is to analyze it and prepare for your research.

We will use the traditional concepts that persuaders have used for centuries to argue for change in the status quo.

The three issues to consider are grounded in theories of human psychology.

The Three Ps: Persuasive Speech Stock Issues

1. The Problem issue refers to what is wrong with the status quo.
2. The Plan issue refers to the solution.
3. The Practicality issue refers to considerations of how well the plan solves the problem and its advantages and disadvantages.

# Practice

Draft a thesis statement.

Draft three main points based around the three Ps:

Problem

Plan

Practicality

# Additional Resources

[How to Write an Outline for a Persuasive Speech](#)

[Effective Persuasion Presentation](#)

[Persuasive Speech Outline Template](#)