

PERSUASIVE SPEECH

A persuasive speech is written to persuade, or convince the listeners, of the validity of the speaker's argument. This might involve persuading someone to change their opinion or at the very least take into account some elements that have not really been considered before.

The main elements to writing a successful and effective persuasive speech are to convey your credibility as a speaker and your passion for the subject:

Credibility - Establish credibility by demonstrating expertise, evidence and knowledge of the subject - presenting facts, statistics or quotes together with any personal experiences to make the audience believe in what you are saying

Passion - Conveying the subject with enthusiasm, passion and conviction to appeal to the emotions of the audience

ASSIGNMENT: Persuade your audience, through the use of facts/evidence and motive appeals, that the audience adopts a specific policy or action. Persuade them to change their minds and opinions adopting your suggested action. Follow the motivated sequence outline to help write your speech.

General Purpose: To Persuade

Specific Purpose: Determine why the audience should take on the same opinion as you or why they should take action for a certain reason. State it in one simple sentence. For example: I want to persuade my audience to

SPEECH REQUIREMENTS;

1. Write your speech using the MOTIVATED SEQUENCE.
2. Include all 7 types of Evidence.
3. Use AT LEAST 2 of the 4 types of MOTIVE APPEALS to persuade your audience.
4. Use PROBLEM-SOLUTION or CAUSE-EFFECT patters to help organization your speech.
5. Use AT LEAST 2 visual aids. (but there is no limit)
6. Use AT LEAST 5 published resources. List bibliography on outline.
7. TIME LIMIT: 7-10 minutes
8. OUTLINE: Due 1 week prior to speech.
9. DRESS: DRESSY CASUAL (look your best, but not suit and tie)

ORGANIZATION OF THE SPEECH – using a motivated sequence

Introduction

- ❖ Motivate your audience by getting their attention.
- ❖ State the *purpose* of your speech... what you are going to teach them.
- ❖ Preview the main points

Body

- ❖ Need Step.....describe the problem
- ❖ Satisfaction Step....what action should audience take to satisfy the need
- ❖ Visualization Step... what will happen in we don't take action

Conclusion

- ❖ Action Step.....Restate your purpose.
- ❖ Reinforce the need, and action.
- ❖ End with a positive statement or memorable catch-phrase.

REMEMBER...

Make a list of all the things and ideas you want to include, and divide them into **SUBTOPICS OR CATEGORIES**. Then arrange the categories in an order that makes sense:

- * cause-effect pattern
- * problem-solution pattern

SPEECH TO PERSUADE: MOTIVE APPEALS

Safety

security
stability
protection
structure
law
orderliness
predictability
freedom from
fear

Love-Belonging

deference/ dependence
reverence
worship
tradition
conformity
affiliation
affection
loyalty
sympathy
generosity
sexual attraction

Achievement / Self Esteem

recognition
success/display
achievement
perseverance
curiosity
acquisition/savings
pride
prestige
personal enjoyment
adventure/change
creativity

Power / Dominance

authority/
dominance
defense
fear
autonomy/
independence
power aggression

MOTIVATED SEQUENCE

1. ATTENTION STEP

Get our attention with an attention getting device, such as a startling statistic, a fascinating fact, an interesting illustration, etc.

* remind audience of <THINGS> <EVENTS> <VALUES> <ENEMIES> they have in common related to your topic

(Be sure that you identify the enemy as something that the audience can affect. i.e., wearing seat belts- the enemy is their own apathy or lack of knowledge. This is the underlying enemy or reason why the audience isn't wearing their seat belts).** value as related to the motive appeals

2. NEED STEP

Show the audience the need for action. Describe the problem, and support your claims with information, facts, examples, etc. Tell us WHY we should take action. Divide this section into sub points if necessary -- give us a number of REASONS why this problem needs to be solved, or why this action should be taken.

- * state need/problem
- * illustrate need/problem (make it visceral, sensory, local, age related).
- * ramification (show that the need/ problem is serious or significant).
- * pointing (connect the need/problem to the audience's experience).

(Through the use of motive appeals you need to create sufficient arousal to stimulate the audience to act).

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3. SATISFACTION STEP

Tell us what action, specifically, you want us to take. Show us how taking this action will “satisfy the need” that you spoke of in step two. Explain how this action solves the problem. Tell us how we can do it.

- * state the need/solution
- * explain how the behavior is consistent with values that already exist refer to the motive appeal you developed
- * theoretical demonstration of satisfaction/solution/ slogan
- * workability
- * answer objections

4. VISUALIZATION STEP

Tell us what will happen if we don't take the action. Either show how the problem will worsen, OR show how the future will be better if we DO take the action.

- * positive visualization reiterates the benefit--what will happen on adoption
- * negative visualization reiterates the harm that is avoided--what will happen if not adopted
- * comparison/ contrast reiterates the harm and the replacement that offers a benefit--adoption vs. non-adoption

5. ACTION STEP

Make your final appeal for us to act.

- * Adoption- focus on the benefit, demonstrate, offer testimony, give examples
- * Continuance- remind the audience of the benefit offer an additional inducement
- * Discontinuance- demonstrate harm of current situation and benefit of replacing the behavior, show the benefit of replacement
- * Deterrence- show that the harm is so significant that the behavior should be avoided or extinguished.

TYPES OF SUPPORTING MATERIAL

1. Definition – the dictionary meaning of a word; give a source
2. Illustration – a personal story that helps to further clarify the idea or point
3. Example – a specific representation of a group or type
4. Statistic – a numeric collection of data; give a source
5. Analogy – a comparison of two liked things
6. Quote – to cite someone's statement or thoughts; give a source
7. Restatement – to restate the main idea of the topic

EFFECTIVE USE OF VISUAL AIDS

1. Make sure they are visible to the entire audience
2. Keep them simple and clear
3. Make sure it is ACCURATE!