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Art of Persuasive Speaking

Logic in abundance....Emotion in your images....

Ethics in who you are, your reputation, and how you present yourself

Example

- Greta's presentation to the united nations Climate Action Summit.
- www.youtube.com/watch?v=TMrtLsQbaok

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Logical Persuasion or Logos uses chosen words

- If this happens, then this is the consequence. This is logical.
- This is your way of showing that you have an organized speech with well thought out ideas

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Emotional Persuasion or Pathos uses images

- Pathos puts audience in frame of mind to hear your thoughts.
- Pathos is performance of your passion, expertise, and goodwill

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Ethical Persuasion or Ethos uses Self

- Presentation of self as credible and excellent
- Ethics requires a demonstration of the practical wisdom of a person who makes good decisions daily, applies correct rules in situations and all of his is bought with experience.

Tools for Persuasive Success

PERSUASIVE Technique	Meaning	Example
Rhetorical Question	When the writer asks a question - not to get an answer but to challenge you, entice you, make you think, feel guilty, or examine your conscience.	<i>Are you a real man? (Challenge)</i> <i>Can you watch this poor child suffer? (Guilt inducing)</i> <i>Why turn down 0% finance? (Enticing)</i>
3-Point List	Persuaders often use lists of three. They seem to have a special rhythm that sticks in the mind and gets the message across.	<i>A marmalade helps you work, rest and play.</i> <i>Brushing your teeth, keeps them white, helps your gums stay healthy and stops bad breath.</i>
Repetition	Repeating the same key word or phrase is bound to have an effect!	Come to life. Come to Butlins.
Make it Personal	Getting the reader involved by using 'you' or making them feel part of something by saying 'we.'	<i>Designed to fit the way you live your life.</i> <i>Together, we can make a difference.</i>
Emotive Language	Words which play on the readers emotions.	<i>Starved and beaten, this poor puppy would have died a miserable death without your help.</i>
Exaggerated Claims	Language which makes things seem better, more exciting than they really are.	<i>Carlsberg- probably the best lager in the world.</i> <i>Flake - tastes like chocolate never tasted before.</i> <i>BMW - the ultimate driving machine.</i>
Short Powerful Sentences	Short sentences have real impact - even single word sentences/paragraphs can be effective.	<i>Yes we can.</i>
Herd Mentality	No-one likes to be the 'odd one out' so tell the reader that they will be if they don't agree with you.	<i>Everybody knows that... Obviously... You must be on a different planet if you haven't noticed...</i>

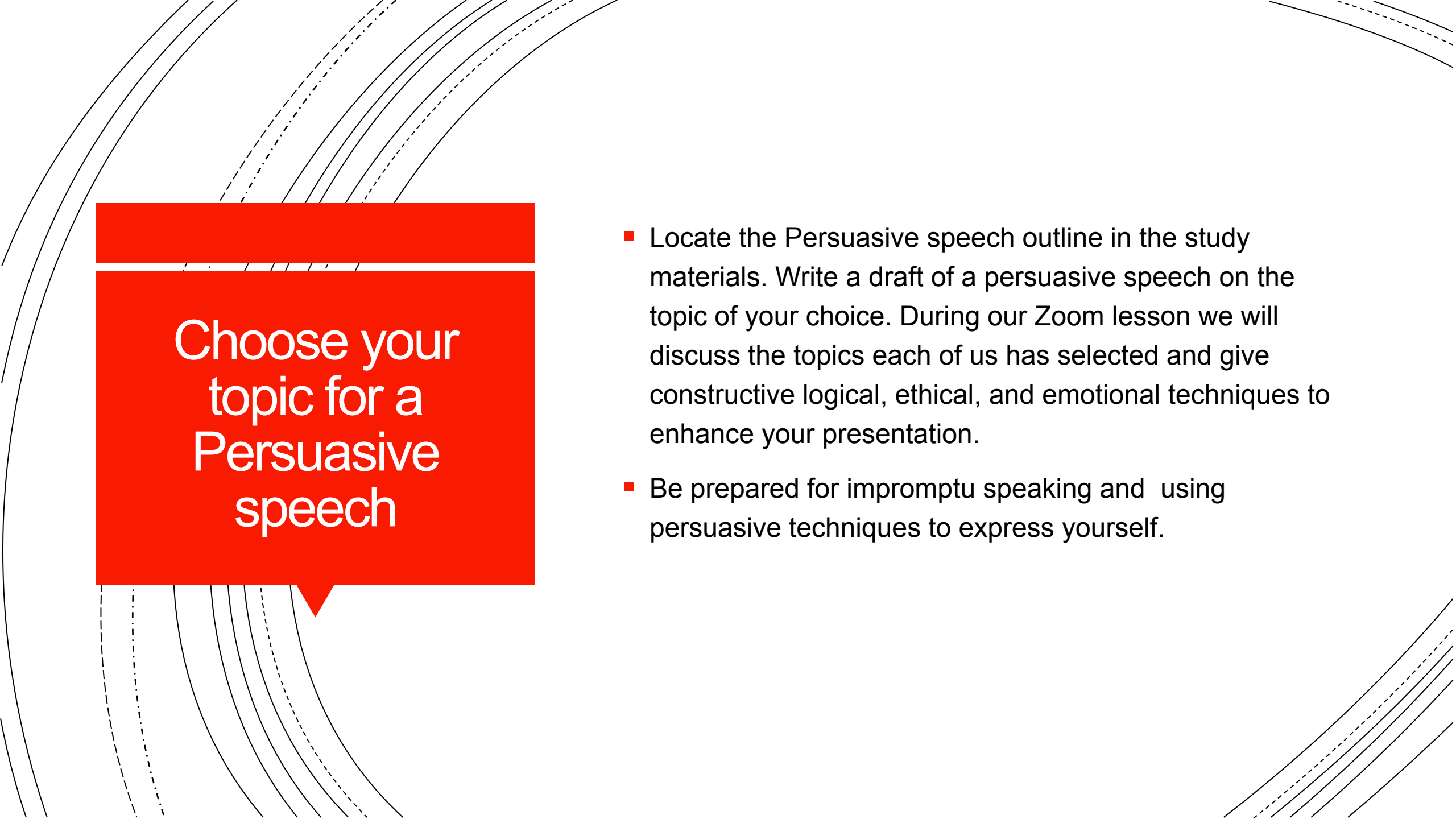
Persuasive Speaking

- Begin with a story, quotation, or statistics to create unrest in the minds of listeners.
- Paint a verbal picture or literally offer a picture of what is wrong(in the world, your community, neighborhood, etc.)Make listeners dissatisfied with the present. For example: people are dying young, suffer for a long time, have unfulfilled lives and are lonely or sad.
- Establish a unified effort by saying “we” need to correct this wrong.
- Make your proposal for what needs to be done to correct the wrong.
- Tell the audience the benefits of what will happen if the wrong is corrected. Tell them how easy it will be to make the corrections.
- State the benefits for them personally if they do make the changes you suggest.

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Let's look to our models of excellence

- Abraham Lincoln was quite an orator. His memorable Second Inaugural Speech has been acknowledged as one of the most remarkable documents in American history.
- Find Lincoln's speech in the Study Materials. Read and ponder it. We will discuss its merits and masterful persuasive techniques.
- Read the address given by Greta Thunberg entitled You All Come to Us Young People for Hope. How Dare You? A copy of this speech is also located in our Study Materials. Read her speech and be able to defend your preference of the better speech. Lincoln's or Greta's?

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Choose your topic for a Persuasive speech

- Locate the Persuasive speech outline in the study materials. Write a draft of a persuasive speech on the topic of your choice. During our Zoom lesson we will discuss the topics each of us has selected and give constructive logical, ethical, and emotional techniques to enhance your presentation.
- Be prepared for impromptu speaking and using persuasive techniques to express yourself.

Logic, emotion,
or ethics?

Character may almost be
called the most effective
means of persuasion.

Aristotle