

SPEECH TO CONVINC/PERSUADE

TIME LIMIT: 8-10 minutes. **TIME YOUR SPEECH CAREFULLY!**

SPEAKING NOTES: Try not to use any, but if you must, have key words only on 3" x 5" cards at the rate of three words for every one minute of speech. **OUTLINE YOUR SPEECH:** Prepare a complete sentence outline. Don't forget the heading for the bibliography.

SOURCES OF INFORMATION: Three to Five – For each source give the specific magazine or book it was taken from, title of the article, author's full name, date of publication, and the chapter or pages telling where the material was found. If a source is a person, identify him or her completely by title, position, occupation, etc. List these in bibliographical form. You are required to include at least three direct quotations/citations in your speech, most or all to be included in the need step.

PURPOSE OF THE SPEECH: TO CONVINC AN AUDIENCE:

A speech to convince is used so widely that we are probably unaware of its frequency. Actually, very few persons do what someone else suggests unless they are convinced. The most common method used in convincing someone is a system of talking. The pattern of ideas employed is not always known to the person who uses it but, generally, the speaker uses certain techniques to gain conviction.

It is probable that you will be asked to present ideas and arguments at some future date. When this time arrives, you will find it a much easier task if you have had previous experience. This speech assignment will offer you excellent practice in the art of convincing an audience.

The speech to convince is utilized on many kinds of occasions. At most popular gatherings, such as political meetings, lecture forums, charity drives, community drives, church services, and other civic gatherings, an effort is made to convince. Business meetings involve convictions. At any time differences of opinion could prevail. Decisions are reached by convincing someone. Anytime that a debate is in progress, even though it be a formal argument between two rival schools, within a legislative body, among three farmers, or in court proceedings, the statements of the speakers involve persuasion through logic, evidence, and emotion.

The objectives of this speech will be as follows:

1. Develop a Motivational speech topic into a motivational presentation.
2. Apply effective research and organizational skills in preparing a speech.
3. Effectively analyze your audience.
4. Create understanding in your audience. Learn and use the Motivated Sequence Pattern to assist you in creating understanding.
5. Practice delivery and presentation skills.
6. Motivate your audience to take action (preferably immediate action) in response to your speech.

PERSUASION is a complex, fascinating process that permeates our lives. Essentially (or eventually) it involves change. The purpose of persuasive speaking is to change or alter people's beliefs, concepts, values, or attitudes toward certain persons, processes, or phenomena. Another directed purpose of persuasive speaking is to motivate people to action. For example, they may already believe in your concept or belief but are not doing anything about it, so the purpose of your speech would be to motivate them to action.

The speech to convince is one which causes your audience to accept willingly your proposal through logic, evidence, and emotion. You must present sufficient logic and evidence to swing the audience to your belief. This usually means that you will also ask them to take the action which you suggest. It is usually wise and necessary to appeal to emotions that accompany attitudes and decisions which you desire from your audience. These basic notions may be reached by certain basic appeals; such as, their wealth, love of country, self-preservation, desire for recognition, sex, desire for new adventure,

loyalty, political beliefs, religion, and the like. This means that you must present your logic and evidence in such a way that it directs the thinking of the audience through channels they readily follow.

This speech is motivational and persuasive in nature. Your focus will be on a motivational speech of policy. Always consider your audience--every step of the way. Use the Audience Centered Approach to public speaking. All Topics **MUST BE APPROVED!** I want to know ASAP what your topic is so that I can help you prepare. The sooner I know what your topic is the sooner I can help you.

SELECTING A TOPIC:

The selection of a topic is particularly important. In preparing the persuasive speech, you follow essentially the same process as the preparation for an informative speech. Because the general purpose is to convince or move your audience to action, you must select a specific purpose you feel strongly about or you are convinced about – one that you feel passionate about. You cannot convince others if you are passive or apathetic toward a subject or purpose. Furthermore, you cannot convince others if you have scant knowledge of or little experience with the topic. Once you select a topic you feel strongly about, you need to conduct an audience survey and an analysis to discover the audience's predisposition (attitude) toward your topic and their knowledge of the topic.

Refer to the Audience Analysis Assignment. There are general predispositions to a topic that your audience might hold. For your speech, you must select a specific purpose that will require some sort of change on the part of your audience. To convince your audience to get a college degree does not involve change; however, to convince them to make their college education work for them could potentially involve a change in attitude or action. If you do a thorough audience analysis about your specific topic, then you can avoid an embarrassment such as trying to convince your audience not to smoke cigarettes when no one does. Your survey of the audience's attitude toward and knowledge of your topic will be essential in shaping a message that seeks change. Your speech must deal directly with your audience's predisposition toward your topic and must seek a change and action from them.

If you do not select one of the suggested topics from our class discussion, be extremely careful in the choice of a topic on your own. The points to watch for are the way you word your topic and what you propose to convince your audience of. For example, if you decide to convince your listeners that “all school books should be free,” notice the word “should.” It implies that it “ought to be.” So your purpose is to persuade your audience to believe this is a sound idea and it would be to your audience’s benefit if it is carried out. You are not asking them to carry it out by standing behind a book counter and handing out free textbooks.

A persuasive speech is one in which your purpose is to change a person’s belief, attitude, or behavior concerning definite disagreement.

Your topic must be a proposition which is specific and which offers a debatable solution to a controversial problem. It is not adequate to propose the subject, “we should all drive more carefully,” we agree on this already. To talk on such a broad topic would be merely to stimulate or arouse us. If you wish to do something to make us more careful drivers, pass a law limiting speed on the highways to fifty miles per hour, or use a core statement like, “all persons who are convicted of traffic violations should be required to attend a driving school for two weeks.” These are proposals about which people disagree. We can readily say yes or no to them. We can debate them, but we cannot debate the subject that, “we should all drive more carefully,” since we agree on it.

Examine your topic closely to be certain you have a correct topic on which to base your speech to convince. If you are in doubt, consult with me.

ESSENTIAL CHARACTERISTICS OF PERSUASIVE SPEAKING:

The essential characteristics of persuasive speaking are the qualities or standards you should strive to achieve in the preparation and presentation of your persuasive speech:

1. Logical and emotional appeals adapted to the audience.
2. Change by degrees.
3. Credibility and sincerity.
4. Ethical arguments and motives.

Gathering Information: Hopefully, you will be knowledgeable on the topic already. However, part of your assignment is to find additional sources. You are “required” to have at least 3 sources that you will cite in your speech. You are not a considered a source. An interview (using your interview skills) would be a great source. Or many of the new resources we learned about in the Library would be a great place to find sources. Include your sources in your references. Use complete citations. APA format is encouraged, or MLA is acceptable. Electronic sources are to be cited completely.

Audience Analysis:

You will also gather information about your audience based on your topic. You will do this by putting together a questionnaire for each member of your audience. Chapter Five in our Text will help in this area. There is a good example in our text of the types of topic specific questions you could ask on your own questionnaire. I would like you to include in your questionnaire some demographic questions along with your topic specific questions. Please refer to the Audience Analysis Activity for the week for more detail.

Organizing the Information for the Motivated Sequence Pattern (MSP) Speech:

You will outline the information you know and the information you gather into a Motivated Sequence Pattern preparation outline. Please refer to the MSP Handouts prior to our class discussion on the MSP. The MSP outlining format is a detailed preparation outline that we will go over in class to help you prepare and organize your information. You should also construct a Speaking Outline from your MSP preparation outline or notecards. You will use the same identical format and framework. You will have a “bare bones” version of the preparation outline for the speaking outline. You will use a skeleton of the preparation outline to present your speech. Only the full sentence MSP preparation outline must be turned in to me.

Visual Aid Required: You must use at least one pertinent visual aid in this speech. It should support at least one major point. Remember the Tips for the use of visual aids:

1. Prepare visual aids in advance.
2. Use Dark ink, Broad tip pens, Large lettering.
3. Display where ALL can see.
4. Don't pass visuals among audience during speech
5. Explain visual aids clearly and concisely.
6. Make sure the visual aids are large enough.
7. Avoid distracting colors or pastel colors.
8. Keep them simple and clear Not cluttered.
9. Talk to the audience, not to the visual aid.
10. Practice aloud with your visual aid.

You will use a visual aid to assist you in creating understanding in your audience. A visual aid is used to clarify and explain visually. It should not be the focal point of the presentation. Many of you will be using statistical evidence in your MSP speeches, and would benefit from the use of visual aids to help your audience visually understand your statistics and figures. There are many types of visuals to choose from: slides, graphs, charts, pictures (large enough), flip-charts, models, diagrams, PowerPoint, overheads, etc..

Further items to consider when planning a Persuasive Speech:

Purpose:

Do you want the audience to think, feel, or act differently (or all of the above?).
Write your specific think, feel, and act statements.

The Challenge (Audience Analysis):

Does your audience know about this topic?

Do they care? Apathetic?

Do they oppose your viewpoint? If so, what is their likely position?

What types of things does your audience care about? Connect your ideas to theirs in some way.

Is your audience possibly misinformed?

Is your audience a thinking or feeling audience?

Technique:

What gimmicks or props might gain your audience's attention?

Will stories or statistics influence your audience best?

What proof sources or expert testimony would be helpful to strengthen your case?

Close:

What is your official stand on the situation and what do you want the audience to do if the "buy into" your ideas?

Tell them how to act on agreement if action is your goal; it's not enough to obtain agreement. You must let them know what to DO if they agree.

What thought can you leave them with that will stick with them when they have forgotten everything else about your presentation? And have you reiterated and brought it home at least two times prior to your close?