

**The final exam in the class is the persuasive speech, given either April 28 or May 5. If you have an AP exam on May 5, you must speak on April 28. Students must choose from the list of topics at the website or have a topic APPROVED by Mrs. Wolfe.**

### **PAY ATTENTION TO BIBLIOGRAPHY\* INFO**

Persuasive speeches (**with a printed bibliography\***) will be given on April 28<sup>th</sup> and May 5<sup>th</sup>. These speeches must be 5-10 minutes in length. If anyone does not make the 5-minute mark, he/she will incur a one-letter- grade penalty.

Speaking to persuade:

Three factors that influence persuasion

- Others' personal drives, needs, and desires
- Others' own thinking process
- The character and personality of others

Persuaders must know their listeners'

- Needs
- Build logical arguments that others can follow
- Establish their own prestige when attempting to influence listeners

Learning who the audience is

- Positive audience -- already agrees with your idea
- Neutral audience – not for or against; usually don't know enough to have formed an opinion
- Disinterested audience – knows something about the topic but could care less
- Opposed audience – (most difficult) knows about the topic and has a strong stand against your position

Being logical involves valid evidence and correct reasoning

- Evidence – raw material needed to begin
- Reasoning – process of putting the raw material together into a logical argument

Make your evidence suit your audience

- Positive audience listens to narrative, examples, comparisons
- Neutral audience listens to facts, statistics, testimony, examples
- Disinterested audience listens to facts, statistics, testimony

- Opposed audience listens to narratives, facts, statistics, examples, comparisons

Using a logical framework: consider Monroe's Motivated Sequence:

- Attention step
- Need step
- Satisfaction step
- Visualization step
- Action step

Establishing your prestige as per Aristotle's idea of ethos (speaker's character)

- Competence: Let your preparation show w/ facts, evidence and supporting details about the topic; quote leading authorities; refer to your own personal experiences with the topic
- Confidence: The byproduct of much practice, your eye contact and familiarity with notes will convey confidence
- Sincerity: The speaker's motives for advocating a particular attitude, belief, or behavior must originate from a genuine concern for the for the best interests of the audience rather than for self-interest
- Good will: Audiences are more receptive to a speaker who shows an interest in them. Open the audience's mind, but do not manipulate them. Actually tell them you appreciate the opportunity to speak to them or offer a genuine compliment.

Being responsible

In many ways, persuasive speaking is more difficult than speaking to inform. It demands detailed audience analysis, considerable research, and a well-planned strategy for building your prestige, especially in the face of an opposed audience. For these reasons persuasive speaking has long been considered the highest level of public speaking. A speaker who can effectively persuade wields great influence over the minds of others. With this influence comes heavy responsibility as well.

Being a responsible persuader does not guarantee you will always be right in what you advocate to an audience, but it does mean that you honestly believe you are right. Responsible persuasion can mean different things to different people.

For centuries, however, most persuaders have agreed on certain ethical standards:

- Any form of deception is wrong; you should be honest
- Don't present false evidence
- Don't present ideas of others as your own; credit the source(s)
- Don't appeal only to the emotions of your audience without any basis in fact
- Don't pose as an authority if you are not

Guidelines for the persuasive speech:

- It stands alone as your final exam grade
- It must be 5-10 minutes in length
- It must include an outline
- It must include a bibliography\* of books, periodicals, and newspapers. For this speech, you may use only ONE Internet source. You should have a minimum of four other sources or four sources total if the Internet is NOT one of the sources you use.

#### Works Cited

O'Connor, J. Regis. *Speech: Exploring Communication*. Englewood Cliffs: Prentice-Hall, Inc., 1984.