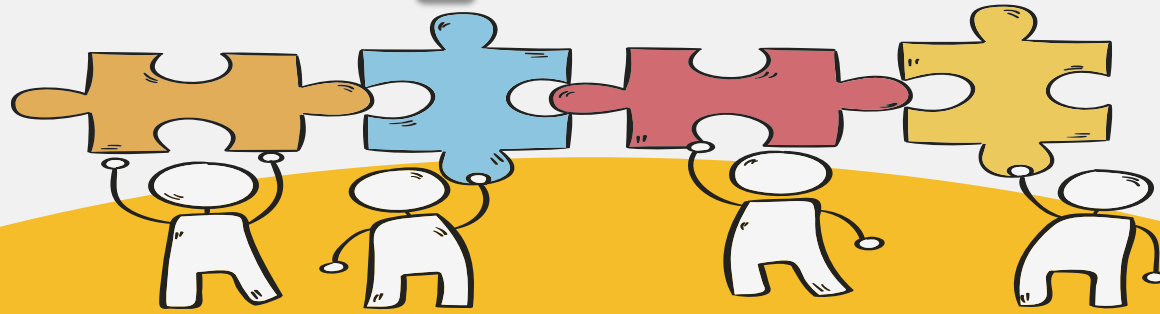


Persuasive Speech

-Speaking to Persuade



Cuyamaca College ARC Center

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Reference:

- Lumen Learning-Boundless Communications:
<https://courses.lumenlearning.com/boundless-communications/chapter/types-of-persuasive-speeches/>
- Lucas, S. E. (2007). *The Art of Public Speaking* (9th ed.). Boston, MA: McGraw-Hill.

Persuasion is the process of creating, reinforcing, or changing people's beliefs or actions.

When you speak to persuade, you act as an **advocate**. Your job is to get listeners to agree with you and, perhaps, to act on that belief.

Your **goal** may be to defend an idea, to refute an opponent, to sell a program, or to inspire people to action.





Target audience is the portion of the whole audience that the speaker most wants to persuade.

No matter how noble your intentions or how hard you try, you **can't** persuade all the people all the time.

It only makes sense, then, to **decide** which portion of the audience you most want to reach.

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01

Persuasive Speeches on Questions of Fact

Question of fact

- A question about the truth or falsity of an assertion





Questions of Fact

01

In some ways, a persuasive speech on a question of fact is similar to an informative speech.

02

However, the situation for an informative speech is nonpartisan. The aim is to give information as impartially as possible.

03

The situation for a persuasive speech on a question of fact is partisan. The speaker's aim is to present one view of the facts as persuasively as possible.

Questions of Fact

There are 3 basic types of questions of fact:

- historical controversy,
- questions of current existence,
- and predictions.

The speaker has an ethical responsibility to provide reliable, valid evidence to the audience, and to be aware of and avoid bias in the selection of the evidence.



Questions of Fact

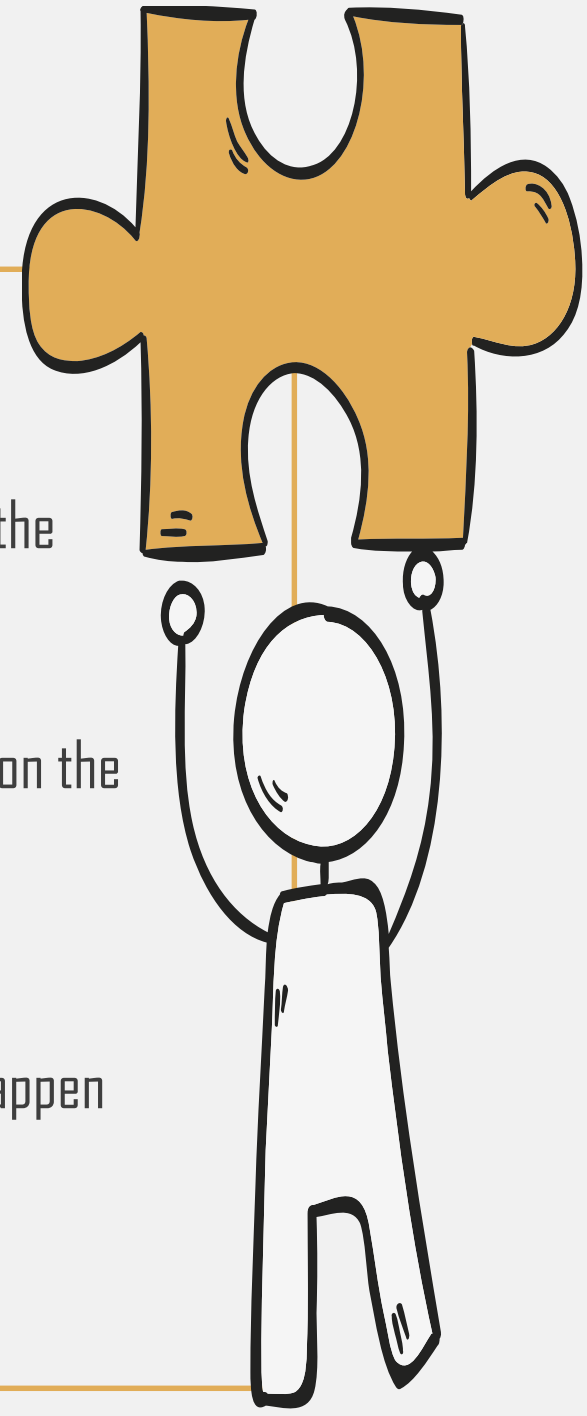
Prediction type – Topically organized - Example

Specific purpose: to persuade my audience that an earthquake of 9.0 or above on the Richter scale will hit California in the next ten years.

Central idea: there are 3 good reasons to believe that an earthquake of 9.0 or above on the Richter scale will hit California in the next ten years.

Main points:

1. California is long overdue for a major earthquake.
2. many geological signs indicate that a major earthquake may happen soon.
3. experts agree that an earthquake of 9.0 or above could strike California any day.

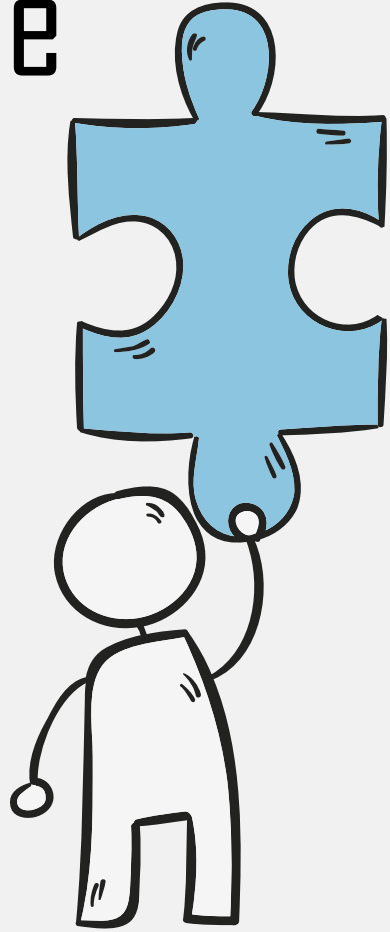


02

Persuasive Speeches on Questions of Value

Question of Value

- A question about the worth, rightness, morality, and so forth of an idea or action



Questions of Value

Persuasive speeches of value depend on a judgement that something is right or wrong, moral or immoral, or better or worse than another thing.



The speech should include an appeal, criteria for judgement, and facts that support the appeal using the judgement criteria.

Questions of Value

Identify~

"I enjoy bicycle riding." – this is your personal taste/enjoyment, **not** about value.

"Bicycle riding is the ideal form of land transportation." – this is a statement about a question of **value**.

Defend~

You **can't** say, "Bicycle riding is the ideal form of land transportation because I like it." Whether bicycling is the ideal form of land transportation **doesn't** depend on your own likes/dislikes.

Justify~

- **Define** the meaning of your value: what you mean by an ideal form of land transportation?
- Establish your **standards** regarding the value.
- **Organize** your supports/evidences/proofs/reasons...

Questions of Value

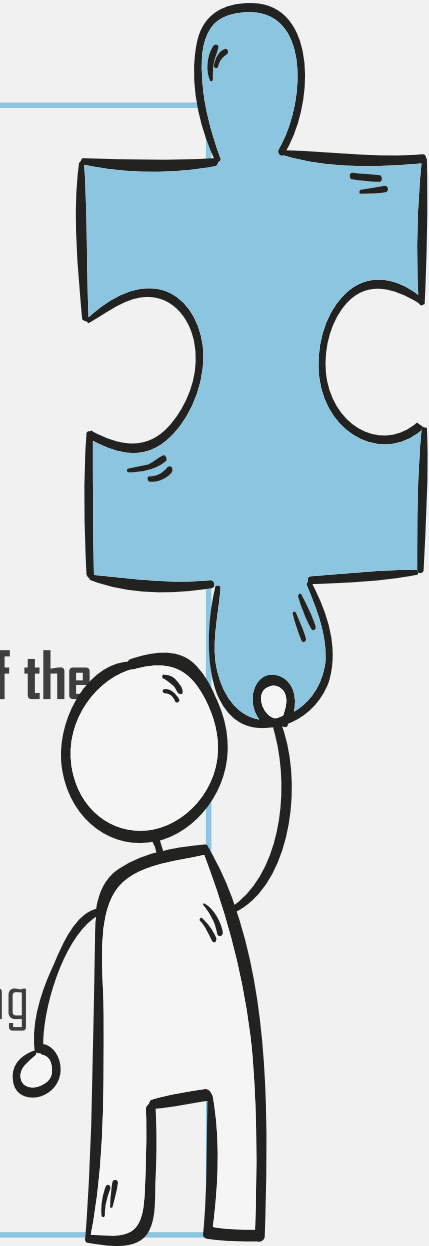
Typically organized – Example

Specific purpose: to persuade my audience that bicycle riding is the ideal form of land transportation.

Central idea: bicycle riding is the ideal form of land transportation because **it is faster than walking or running, doesn't exploit animals or people, is nonpolluting, and promotes the health of the rider (4 standards).**

Main points:

1. shortly explain the 4 standards to the audience.
2. focus on explaining why bicycle riding meets all those standards. Providing supports/evidences/proofs/reasons...

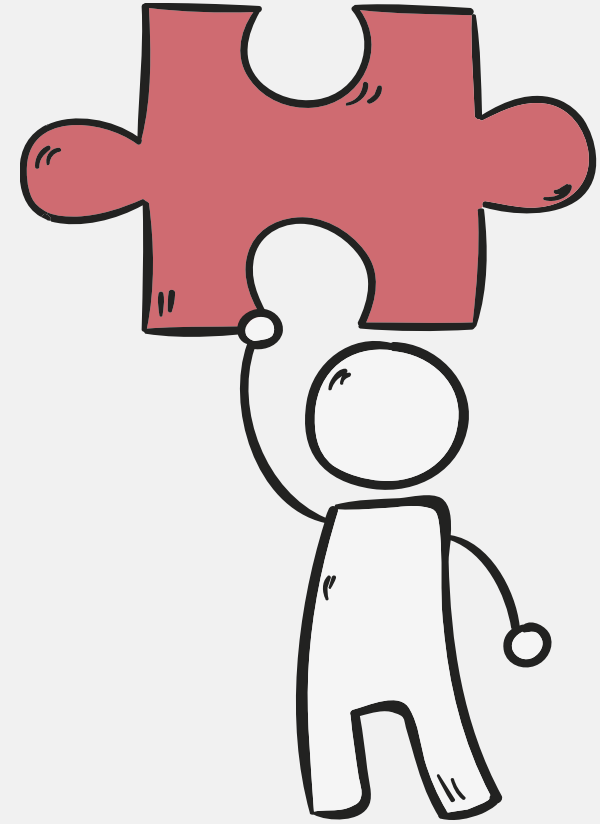


03

Persuasive Speeches on Questions of Policy

Question of Policy

- A question about whether a specific course of action should or should not be taken

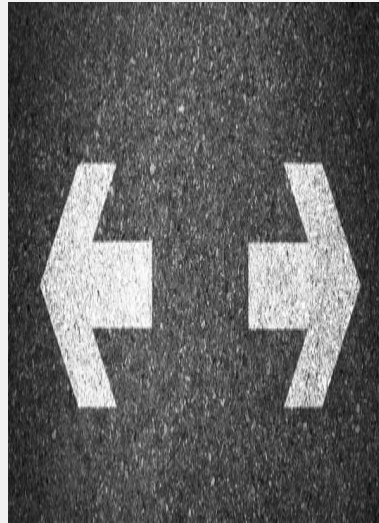


Questions of Policy

When you speak on a question of policy, your goal may be either to gain passive agreement or to motivate immediate action from your listeners.

Speeches to gain passive agreement:

the speaker's goal is to convince the audience that a given policy is desirable without encouraging the audience to take action in support of the policy.



Speeches to gain immediate action:

the speaker's goal is to convince the audience to take action in support of a given policy.

Questions of Policy

Gain passive agreement examples:

To persuade my audience that there should be stricter safety standards on amusement-park rides.

To persuade my audience that the age for full driving privileges should be raised to 18.

To persuade my audience that the federal government should require seat belts on all school buses in the U.S.

Gain immediate action examples:

To persuade my audience to give blood through the Red Cross.

To persuade my audience to vote in the next presidential election.

To persuade my audience start a regular exercise program.



Questions of Policy

When you call for action in a persuasive speech, you should make your recommendations as specific as possible. Don't just urge listeners to do something. Tell them exactly what to do and how to do it.



Regardless of whether your aim is to elicit passive agreement or to gain immediate action, you will face 3 basic issues whenever you discuss a question of policy – **need, plan, and practicality.**

Questions of Policy

Need

Is there a serious problem or need that requires a change from current policy?

Your 1st step is to convince listeners that there is a problem with things as they are.

e.g.

Is there a need for more student parking on campus?

Plan

If there is a problem with current policy, does the speaker have a plan to solve the problem?

Once you have shown that a problem exists, you must explain your plan for solving it.

e.g.

What can we do to get more student parking on campus?

Practicality

Will the speaker's plan solve the problem? Will it create new and more serious problems?

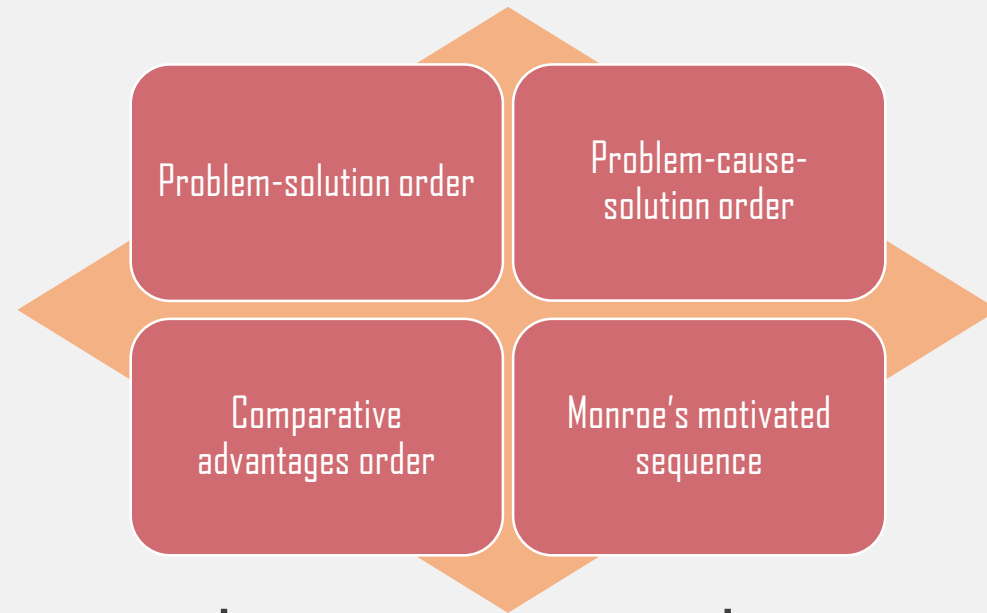
After you have presented a plan, you must show that it will work/not work? More problems?

e.g.

Building a multilevel parking garage on campus would provide more student parking, but the cost would require a sharp increase in tuition.

Questions of Policy

Effective organization is crucial when you seek to persuade listeners on a question of policy. 4 special order - patterns are especially useful for policy speeches.



Regardless of how you organize your persuasive speech, you will need strong supporting materials. The better your research, the more convincing your arguments are likely to be.

Questions of Policy

Problem-solution order: a method of organizing persuasive speeches in which the 1st main point deals with the existence of a problem and the 2nd main point presents a solution to the problem.

Example

Specific purpose: to persuade my audience that the use of antibacterial chemicals in household products is creating health and environmental problems.

Central idea: the use of antibacterial chemicals in household products is a serious problem that requires action by government and consumers alike.

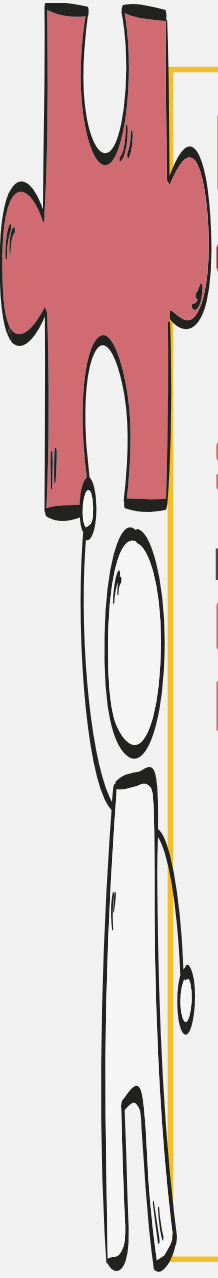
Main points:

- 1. the use of antibacterial chemicals in household products is a serious problem.**

- Rather than making us more healthy, antibacterial chemicals in household products are contributing to long-term health problems.
- The antibacterial chemicals in household products are also creating environmental problems because they eventually end up in the waster supply.

- 2. solving these problems requires a combination of government and consumer action.**

- The Food and Drug Administration should institute regulations controlling the use of antibacterial chemicals in household products.
- Consumers should avoid purchasing household products that contain antibacterial chemicals.



Questions of Policy

Problem-cause-solution order: a method of organizing persuasive speeches in which the 1st main point identifies a problem, the 2nd main point analyzes the causes of the problem, and the 3rd main point presents a solution to the problem.

Example

Specific purpose: to persuade my audience that the age for full motor-vehicle driving privileges should be raised to 18.

Central idea: the number of accidents and deaths involving teenage drivers is a serious problem that can be controlled by raising the age for full driving privileges to 18.

Main points: 1. the number of accidents and deaths involving teenage drivers is a serious national problem.

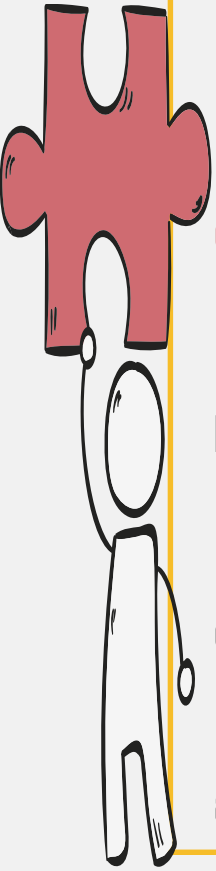
① each year more than 8000 people are killed in accidents involving teenage drivers. ② the risks of being involved in a fatal accident are highest for 16-17-year-old drivers.

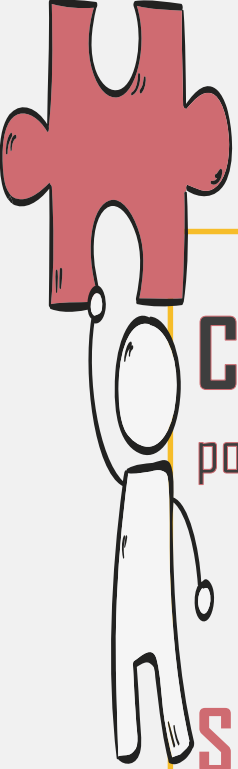
2. there are 3 main causes of the problem.

① younger drivers haven't had enough experience to develop their driving skills. ② younger drivers are more prone to risk-taking and dangerous driving behaviors. ③ younger drivers are easily distracted

3. we can help solve these problems by raising the age for full driving privileges.

① although 16-17-year-olds should have limited driving privileges, they should not receive an unrestricted license until age 18. ② this will allow younger drivers time to gain maturity and experience before receiving unlimited driving privileges.





Questions of Policy

Comparative advantages order: a method of organizing persuasive speeches in which each main point explains why a speaker's solution to a problem is preferable to other proposed solution.

Example

Specific purpose: to persuade my audience that the U.S. space program should put greater priority on unstaffed scientific missions that gather information about the planets and the solar system.

Central idea: unstaffed scientific missions are less costly and more beneficial than staffed space flights.

Main points:

1. unstaffed scientific missions are less costly than staffed space flights.
2. unstaffed scientific missions provide more practical benefits than staffed space flights.

Questions of Policy

Monroe's motivated sequence: a method of organizing persuasive speeches that seek immediate action. The 5 steps of the motivated sequence are attention, need, satisfaction, visualization, and action.

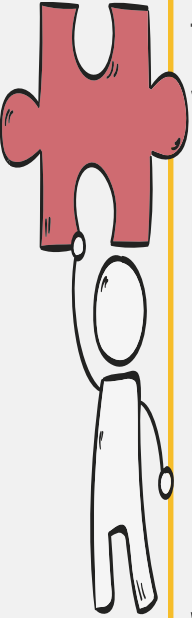
Attention: gain the attention of your audience. You do this in the introduction by relating to the audience, showing the importance of the topic, making a startling statement, arousing curiosity or suspense, posing a question, telling a dramatic short story, or using visual aids.

Need: make the audience feel a need for change. It is important to state the need clearly and to illustrate it with strong supporting materials/statistics. Relate directly to the audience's values or vital interests.

Satisfaction: satisfy your audience's need by providing a solution to the problem. Present your plan and show how it will work. Be sure to offer enough details.

Visualization: intensify your audience's desire for the solution by visualizing its benefits. The key is using vivid imagery to show your audience how they will profit from your policy. Make them see how much better conditions will be once your plan is adopted.

Action: call for action. Say exactly what you want the audience to do and how to do it. Give them handouts/posts...show them how to access it...conclude with a final stirring appeal that reinforces their commitment to act.



Monroe's motivated sequence's example

– a speech urging classmates to work for passage of a local tenants' rights bill

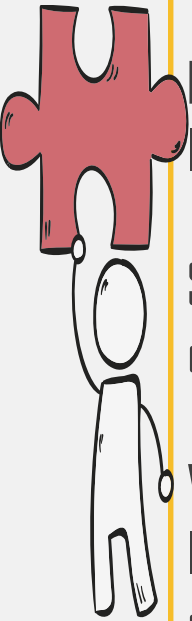
Attention: have you ever had cockroaches running through the cupboards in your apartment? Have you sweltered in the heat because the air conditioning didn't work? Or shivered in the cold because the furnace was broken? Or waited months for the security deposit you never got back even though you left your apartment as clean as when you moved in?...

Need: throughout this city students and other apartment tenants are being victimized by unresponsive and unethical landlords. Just last year more than 200 complaints were filed with the city housing department, but no action has been taken against the landlords...

Satisfaction: these problems could be solved by passing a strong tenants' rights bill that defines the rights of tenants, specifies the obligations of landlords, and imposes strict penalties for violators...

Visualization: such bills have worked in a number of college communities across the nation. If one were passed here, you would no longer have to worry about substandard sanitary or safety conditions in your apartment. Your landlord could not violate the terms of your lease or steal your security deposit...

Action: a tenants' right bill has been proposed to the city council. You can help get it passed by signing the petition I will pass around after my speech. I also urge you to help by circulating petitions among your friends and by turning out to support the bill when it is debated in the city council next week. If we all work together, we can get this bill through the council...



Questions of Policy

Your instructor's requirements are always the priority. Follow your instructor's speech sample/outline when you are preparing a speech for the class.



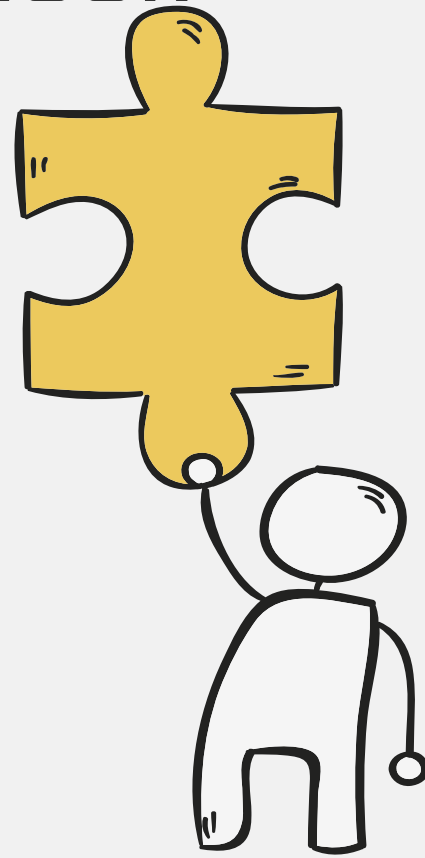
Organize your speech order - patterns base on your topic, audience, and settings. Monroe's motivated sequence follows the process of human thinking and leads the listener step by step to the desired action; it is often used by speakers who seek immediate action.

04

Persuasive Speeches Tips and Success Check

Tips and Success Check

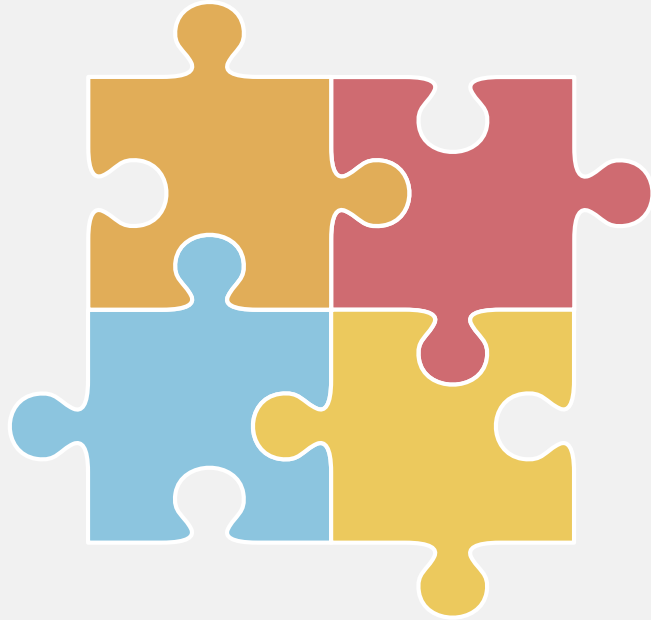
- Things to look out + guide questions for review



Success Check

Make sure your speech's goals are ethically sound and that you can defend them if they are questioned or challenged.

Make sure your speech has a target audience; women? College students? Parents? Gamers?



Building your speech on a firm base of facts and logic before appealing to your audience's emotions.

Choose the type of persuasive speech (facts? value? policy?) base on your audience and topic.

Success Check

Did you provide enough effective evidence/support?
Show facts/logic/statistics...not your opinion.

Did you compare/contrast your solutions and other possibilities?
Show benefits/advantages/superiorities of your solution.

Was your solution doable and practical?
Don't ask your audience to do something you wouldn't.

Were you specific enough when offering your solutions?
Tell your audience exactly what to do and how to do it.



**It takes reasoning to persuade men to
do even what is for their own good.**

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