**Persuasive Speech**  
Sophomore English // Mr. Zobel

**Purpose**  
To convince the audience to either change its opinion or behavior.

* Cosmetic experiments should not be performed upon animals. (Opinion)

* You should always wear a seatbelt when riding in an automobile. (Behavior)

**Pay attention to the outline!**

I. Choose a topic.  
A. Must be relevant or interesting to the audience.  
B. Can be supported by facts and statistics.  
C. Should be arguable by both sides.

II. Determine the purpose of your speech (THE THESIS!)  
A. Do you want the audience to change its opinion or behavior?  
B. Be very specific in your purpose. Having a narrow focus will benefit you.  
C. Write a one-sentence statement of your position (how you feel about the topic).

III. Avoid “logical fallacies.”  
A. Oversimplification: Most important issues are not black and white. Carefully examine all options.  
B. The Assumption: Don’t assume facts. Make sure you check all of your information and your sources, carefully.  
C. Misleading Statistics: Examine statistics carefully to assure the information was obtained in a scientific manner. Also, look at the margin of error and the sample population.

IV. Determine the arguments for your position. You must have all of the following types of appeal in your speech.  
A. Logical Appeals: Facts and statistics which support your position. Make sure to examine the source carefully. You must have at least eight (8) facts and an expert opinion to support your position.  
B. Credibility Appeal: Your appearance and knowledge of the topic must be evident to your audience. Your audience needs to be able to trust you to be honest with them and to accurately explain the topic.  
C. Emotional Appeal: Refer personally to the audience. Appeal to the audience’s need for physical safety (food, shelter, avoidance of pain, etc), psychological well-being (love, self-respect, etc.), or group acceptance (society and peer pressure). When using emotional appeals, be sure to understand your audience thoroughly, use vivid language and avoid unfair and manipulative techniques.
V. Address the Opposition.
A. Your opponents will be trying to come up with arguments to prove your opinion is wrong. You must anticipate the oppositions and create reasons why the audience should believe you instead.
B. Use transition words or phrases to key in the audience to how you feel about the opposition’s statement. Explain your reasoning and then given your reasons to oppose.

Example: Some argue that Wenatchee High School’s mascot should be changed to the wombat because it is a fierce creature that attacks without mercy. However, in nature, one of the most fearful predators is also a panther. The intimidating power of a panther is a more worthy image for our mascot.

Other transition phrases:

<table>
<thead>
<tr>
<th>Restatement of your opinion phrases</th>
<th>Other transition phrases</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is true that…</td>
<td>Admittedly…</td>
</tr>
<tr>
<td>On the other hand…</td>
<td>Regardless of…</td>
</tr>
<tr>
<td>I realize that…</td>
<td>In spite of…</td>
</tr>
<tr>
<td>Sometimes…</td>
<td>After careful considering…</td>
</tr>
<tr>
<td>Granted…</td>
<td>After careful consideration…</td>
</tr>
<tr>
<td>Once in a while…</td>
<td>While that me be true…</td>
</tr>
<tr>
<td>Some people feel that…</td>
<td>Although…</td>
</tr>
</tbody>
</table>

VI. Outline main arguments, both pro and con, in traditional outline format.
A. Be sure to include all of the evidence needed to support your argument.
B. Be specific with statistics, expert opinions, and facts.
C. Also include where you found all of your information and support. A typed bibliography will be turned in with your speech. Keeping track of that information now will greatly help you when it comes time to write out your speech.

VII. Prepare a visual aid which supports your speech.
A. Chart(s) depicting important statistics.
B. Picture(s), overhead(s), PowerPoint, iMovie, etc.
C. Do not use materials which need to be passed around the classroom.

VIII. Prepare the introduction of your speech. You will need to grab the audience’s attention.
A. This first part will be the most important part of your speech.
B. If you do not have your audience’s attention at the beginning, the rest of your speech will not matter.
C. There are several ways to begin a speech:
   1. Tell an interesting story (narrative)
   2. Tell a joke. (difficult to do)
   3. Ask a question.
   4. Tell a personal anecdote.
   5. Quote a startling fact or statistic.
   6. Recite an appropriate quotation.
   7. Shock? Suspense?
IX. Prepare the conclusion of your speech.
   A. Summarize your three main arguments.
   B. Restate your position.
   C. Leave your audience with something to think about.

X. Make note cards for your speech.
   A. You will be turning these in with your speech.
   B. Do not write out your speech word-for-word on the cards. Use brief notes unless you use a quote or cite a long series of statistics.
   C. You may not use more than five note cards.

XI. Practice!

XII. Show up prepared to give your speech on the date assigned.
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**Goal**  
The topic of this 2-3 minute speech will be an issue of general concern in the public sphere (and newsworthy). This speech should be strategically designed to actually persuade your audience (change opinion or inform the unaware audience) to move toward your side of the issue. The instructional focus will be on constructing strong arguments before an audience, some with contrary opinions, without compromising your beliefs.

**Requirements**  
- Use at least one **visual aide** (no PowerPoints).
- Use of at least three **outside sources**, orally cited: one book, one magazine, one internet site.
- Properly formatted **outline sheet** finished prior to the speech.
- Clear use of at least **two supporting arguments** and **one refuted counterargument**
- Development of effective **transitions**
- **Note cards** used during the speech (no more than three)
- **Introduction** with hook and then a call-to-action **conclusion**

**Grading**  
Your speech will be graded on a 4-point scale:  
- Introduction
- Two supporting arguments
- One opposition argument
- Conclusion
- Voice
- Poise
- Visual Aide
- Preparation (outline)

Value: 100 points possible.  
This is a Required Assignment.  
In order to receive credit you must give the speech in class.