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**PERSUASIVE SPEAKING-A CASE STUDY**

The persuasive speech by Fakhir on volunteer work was successful as it contained all the fundamental elements. It met the general and primary criteria as it is evident from Sara’s and Zeba’s comments that proposition was clear, speech was well organized and reinforced with examples from personal life experience which brought the credibility of speaker, introduction was interesting as it grabbed the attention of people and the language was vivid as people remembered the points even after leaving the hall. Audience was convinced as people were appreciating the speaker. The use of Logos is clearly visible as speaker used to establish the arguments and reasoning while avoiding the fallacies. Evidences were powered by satisfactory arguments as public is not blaming for arguments and claim. The involvement of audience by speaker through emotional appeal made the speech very expressive. The general and specific goal of persuasive speech was achieved as it put the audience to act and consequently, Sara is feeling deliberately motivated to do her part in volunteering.