

Persuasive Speech

- A speech that is given with the intention of convincing the audience to believe or do something.
This could be virtually anything - voting, organ donation, recycling, and so on.
- A successful persuasive speech effectively convinces the audience to your point of view, · Make sure you have a solid knowledge about the topic you're speaking about - and make sure you discuss counter arguments too.

Preparation: Consider your audience

- Think about what you want to achieve with your speech.
- Cover 2-4 main points before your audience get bored.

You should also consider:

Age

Gender

Cultural or religious backgrounds

Shared concerns, attitudes and problems

Shared interests, beliefs and hopes

Baseline attitude - are they hostile, neutral, or open to change?

There are three main approaches used to persuade others:

1. Ethos

2. Pathos

3. Logos

The ethos approach appeals to the audience's **ethics and morals**, such as what is the 'right thing' to do for humanity, saving the environment, etc.

Pathos persuasion is when you appeal to the **audience's emotions**, such as when you tell a story that makes them the main character in a difficult situation.

The logos approach to giving a persuasive speech is when you appeal to the **audience's logic** - ie. your speech is essentially more driven by facts and logic. The benefit of this technique is that your point of view becomes virtually indisputable because you make the audience feel that only your view is the

logical one.

Structure of your persuasive speech

- *The opening and closing of your speech are the most important!*

A: The opening part

There is no agenda/layout in the opening part of a persuasive presentation!

- A strong opening ensures you have the audience's attention from the start and gives them a positive first impression of you. It is called "**Attention grabber**".
- You'll want to start with a strong opening such as an attention grabbing statement, statistic or fact, shocking picture or video. These are usually dramatic or shocking, such as:

"Sadly, in the next 18 minutes when I do our chat, four Americans that are alive will be dead from the food that they eat." - Jamie Oliver

B: The body of a persuasive presentation

Problem-Solution-Benefits structure! (according to Alex Lyon video)

C: The closing part

There is no summary in the closing part of a persuasive presentation!

Your closing line of your speech is your last chance to convince your audience about what you're saying. It's also most likely to be the sentence they remember most about your entire speech so make sure it's a good one! It is called "**A clincher**".

The most effective persuasive speeches end with a call to action. For example, if you've been speaking about organ donation, your call to action might be asking the audience to register as donors.

End your persuasive speech with a call to action. The most effective persuasive speeches end with a call to action.

Stating your argument

You should pick between **2 and 4 themes** to discuss during your speech so that you have enough time to explain your viewpoint and convince your audience to the same way of thinking.

-maintain a logical flow of your arguments!

Tips for delivering your persuasive speech

Practice, practice, and practice some more. Record yourself speaking and listen for any nervous habits you have such as a nervous laugh, excessive use of filler words, or speaking too quickly.

Find out more about public speaking anxiety tips here:

<https://www.youtube.com/watch?v=r47cctUxUzM>

Show confident body language. Stand with your legs hip width apart with your shoulders centrally aligned. Ground your feet to the floor and place your hands beside your body so that hand gestures come freely. Your audience won't be convinced about your argument if you don't sound confident in it. Find out more about confident body language here:

<https://www.youtube.com/watch?v=TmbQFWBvTtY>

Don't memorise your speech word-for-word or read off a script. If you memorise your persuasive speech, you'll sound less authentic and panic if you lose your place. Similarly, if you read off a script you won't sound genuine and you won't be able to connect with the audience by making eye contact. In turn, you'll come across as less trustworthy and knowledgeable. You could simply remember your key points instead, or learn your opening and closing sentences.

Remember to use facial expressions when storytelling - they make you more relatable. By sharing a personal story you'll more likely be speaking your truth which will help you build a connection with the audience too. Facial expressions help bring your story to life and transport the audience into your situation.

Keep your speech as concise as possible. When practicing the delivery, see if you can edit it to have the same meaning but in a more succinct way.

Check these videos:

How to organize a Persuasive speech or presentation (Alex Lyon):

<https://www.youtube.com/watch?v=jnfoFN7TBhw>

Informative vs. Persuasive speaking (Alex Lyon):

https://www.youtube.com/watch?v=85gg_pgij4I

Jamie Oliver's Ted Award speech on Food and Obesity (Inspiring Persuasive speech):

<https://www.youtube.com/watch?v=jIwrV5e6fMY>