



The Persuasive Speech





The Power of Persuasion

Ethos

Ethos establishes the speaker's trustworthiness and authority.

E.g. Using credentials, citing research, or sharing personal anecdotes

Pathos

Pathos appeals to the audience's emotions.

E.g. Story-telling; sharing case studies; relevance to audience's life



Logos

Logos uses logic, reason, and evidence to support the speaker's claims.

E.g. Using statistics, data, facts, or logical reasoning



5 Steps to a Strong Introduction

1, **Grabber**: Sentences that hook the audience/ catches their interest or attention at the beginning of a speech. Can be related to pathos (E.g. short story) or logos (E.g. surprising statistics)

2. **Connecting Sentences** : Sentences that connect the grabber to the topic/thesis statement. They bridge the transition from the grabber to the topic at hand and make sure the transition is not jarring for the audience.


3. **Listener Relevance Link**: a piece of information that alerts listeners to why the main point is related to them or why they should care about the topic or point. Related to pathos.



Steps to a Strong Introduction


4. **Speaker Credibility Statements:** Statements that makes the audience believe in the competence and character of the speaker. Related to ethos.

5. **Thesis Statement:** The main idea/opinion/ message of your presentation; It should briefly mention the main ideas of the speech





Steps to Developing an Effective Conclusion

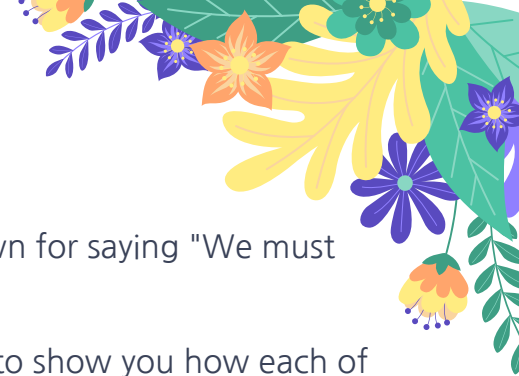
1. Add a Thesis Restatement: A sentence that restates the thesis statement, but in different words
 2. Add a Clincher: A sentence or group of sentences used at the end of the speech to reinforce the main idea and give the listeners a sense of finality.
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Types of Grabbers

1. Anecdote (short story)
2. Surprising fact or statistic
3. Quotation
4. Thought-provoking question
5. Detailed and Vivid Description



Example Introduction



Grabber: The famous Indian peace activist and spiritual leader Mahatma Gandhi is known for saying "We must become the change we seek in the world."

Connecting Sentence(s): That sounds at first like an awfully tall order, but today I'd like to show you how each of us can do just that and make a difference right here in Lexington, Kentucky.

Listener Relevance: Think for a moment of a time in your life when you did something kind for someone else. Maybe you helped a child do homework, or a neighbor rake leaves, or even a stranger get groceries from the store to the car. Do you remember how that made you feel? Well, that feeling can be a normal part of your week when you choose to be a volunteer. And for college students like us, it's easy to get involved as volunteers in our local community.

Speaker Credibility: Personally, I volunteer at the Lexington Rescue Mission and have reaped many benefits by doing so. I've also done extensive research on volunteering and civic engagement.

Thesis Statement: So, let's spend the next few minutes discussing the benefits volunteering can have for us as college students by focusing on how volunteering helps us get acquainted with the local community, why civic engagement is the responsibility of every one of us, and what volunteering can do to teach us new skills and build our resumes.




Example Addition of a Secondary Source



Example 1: Citing a fact or statistic from a secondary source (texts such as articles, blogs, journals, books)
“A study of first-year college students done by the Higher Education Research Institute published in January 2009 that revealed that 69.7 percent of students believe it is essential or very important to volunteer in order to help people in need.”

Example 2: Citing facts, quotations, or expert knowledge from a secondary source (person)
“Laura Hatfield, director of the Center for Community Outreach at the University of Kentucky, points out that volunteers can include leadership, teamwork, and listening skills on their resumes because they can document the experiences where they had to use them effectively in the real world.”



Types of Clinchers:

1. Call to Action
2. Quotation
3. Thought-provoking question
4. Circling back to the grabber used at the beginning of the speech






Example Conclusion

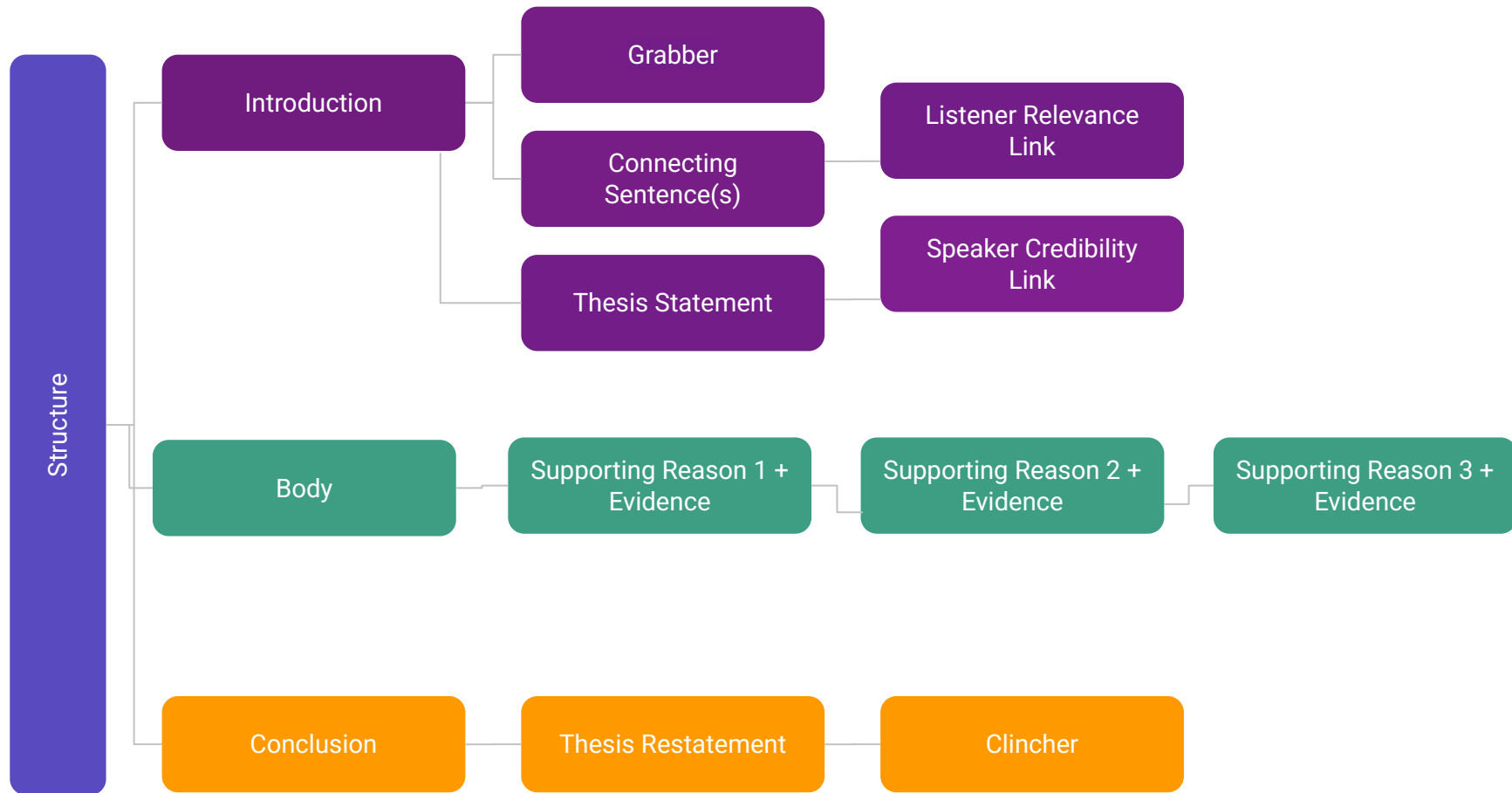
Topic: Green Tea

Title: Sip Up a Good Habit

Thesis restatement: In this way we can see that drinking green tea has many benefits including improved sleep, weight loss, and boosted immune system.

Clincher: So go ahead and make yourself a warm cup of green tea as soon as possible. Remember, you are only a sip away from all the benefits.







Sample Persuasive Speech Outlines




"College Student Volunteering and Civic Engagement"



Identify:

1. The grabber
2. The connecting sentences
3. The listener relevance link
4. The speaker credibility statement(s)
5. Two secondary source references
6. Thesis restatement
7. Clincher





Your turn to develop an introduction and conclusion for a given topic!

Your introduction should have:

- A grabber
- Some connecting sentences
- A listener relevance link
- A speaker credibility statement
- A thesis statement

Your conclusion should have:

- A thesis restatement
 - A clincher
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Group Activity

Topic 1:
Persuade peers
to avoid using
single-use
plastic

Topic 2:
Persuade peers
to seek mental
health related
counseling
services on a
regular basis

Topic 3:
Persuade peers
to take up yoga

