**COMMRC 0502: Public Speaking**

Final Exam

Name: Connor Johnson

1. Ceremonial speeches celebrate shared values. In the ceremonial speech you add to the collective memory of the audience your own individual memory of a person who embodies the values of the group, such as Pitt students. As an example of the ceremonial speech, we referenced in class Ronald Reagan’s 1983 address to the American people after the space shuttle Challenger exploded on live television, killing all seven astronaut passengers.

Using the transcript below, describe how Reagan used both identification and magnification to achieve his purpose of commemorating the fallen astronauts.

*Ladies and gentlemen, I'd planned to speak to you tonight to report on the state of the Union, but the events of earlier today have led me to change those plans. Today is a day for mourning and remembering.*

*Nancy and I are pained to the core by the tragedy of the shuttle Challenger. We know we share this pain with all of the people of our country. This is truly a national loss.*

*Nineteen years ago, almost to the day, we lost three astronauts in a terrible accident on the ground. But we've never lost an astronaut in flight; we've never had a tragedy like this. And perhaps we've forgotten the courage it took for the crew of the shuttle; but they, the Challenger Seven, were aware of the dangers, but overcame them and did their jobs brilliantly. We mourn seven heroes: Michael Smith, Dick Scobee, Judith Resnik, Ronald McNair, Ellison Onizuka, Gregory Jarvis, and Christa McAuliffe. We mourn their loss as a nation together.*

*For the families of the seven, we cannot bear, as you do, the full impact of this tragedy. But we feel the loss, and we're thinking about you so very much. Your loved ones were daring and brave, and they had that special grace, that special spirit that says, "Give me a challenge and I'll meet it with joy." They had a hunger to explore the universe and discover its truths. They wished to serve, and they did. They served all of us.*

*We've grown used to wonders in this century. It's hard to dazzle us. But for 25 years the United States space program has been doing just that. We've grown used to the idea of space, and perhaps we forget that we've only just begun. We're still pioneers. They, the members of the Challenger crew, were pioneers.*

*And I want to say something to the schoolchildren of America who were watching the live coverage of the shuttle's takeoff. I know it is hard to understand, but sometimes painful things like this happen. It's all part of the process of exploration and discovery. It's all part of taking a chance and expanding man's horizons. The future doesn't belong to the fainthearted; it belongs to the brave. The Challenger crew was pulling us into the future, and we'll continue to follow them.*

*I've always had great faith in and respect for our space program, and what happened today does nothing to diminish it. We don't hide our space program. We don't keep secrets and cover things up. We do it all up front and in public. That's the way freedom is, and we wouldn't change it for a minute.*

*We'll continue our quest in space. There will be more shuttle flights and more shuttle crews and, yes, more volunteers, more civilians, more teachers in space. Nothing ends here; our hopes and our journeys continue.*

*I want to add that I wish I could talk to every man and woman who works for NASA or who worked on this mission and tell them: "Your dedication and professionalism have moved and impressed us for decades. And we know of your anguish. We share it."*

*There's a coincidence today. On this day 390 years ago, the great explorer Sir Francis Drake died aboard ship off the coast of Panama. In his lifetime the great frontiers were the oceans, and an historian later said, "He lived by the sea, died on it, and was buried in it." Well, today we can say of the Challenger crew: Their dedication was, like Drake's, complete.*

*The crew of the space shuttle Challenger honored us by the manner in which they lived their lives. We will never forget them, nor the last time we saw them, this morning, as they prepared for their journey and waved goodbye and "slipped the surly bonds of earth" to "touch the face of God."*

Reagan uses identification and magnification throughout this speech to make it more powerful. In the 4th paragraph, he uses identification by talking directly to the families of those who had fallen. He does this again later in the speech when he talks directly to the children that had watched the tragedy. In doing this, he makes the message more relatable because many people have a family and children. This makes the speech much more powerful because the people listening can relate to it. He uses magnification throughout the speech by constantly using “we”. This creates a theme that even though the country has been struck with such a tragedy, the people must stay together. The constant use of “we” makes the people feel the theme of sticking together with their fellow Americans even through the worst of times.

2. Persuasive speeches use evidence to persuade people to change their attitudes, values, beliefs or behaviors. In a persuasive speech you convince the audience that they face a real and immediate problem, then propose a plan that solves the problem. In class we discussed two strategies for persuasion: dissonance and listener needs. Dissonance introduces some discomfort into the minds of the audience then eliminates the discomfort with the proposed plan. Listener needs convinces the audience that their needs will be met better with the proposed plan.

1. In the space below, describe how you would use dissonance to persuade an *interested, but uninformed audience* of prospective Pitt students to come to the university.

Since the audience is already interested, I wouldn’t need to spend any time getting their attention. I would just go straight into the facts of my topic. I would avoid using any jargon because the audience is uninformed, and this may cause them to be uninterested. I would present all facts of the situation and make sure there are no holes in my argument that would allow the audience to disagree with it. Since people don’t like dissonance, I my argument would need to be very strong to prevent people from finding away around it as a result of the discomfort they fell from the dissonance.

b) Describe how you would persuade the same audience to come to Pitt by appealing to each of the needs in the table below.

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| Self-actualization | I would appeal to self-actualization by talking about how attending Pitt allows you to be a part of something greater. I would talk about all the great things that Pitt does for the world and how you an be a part of it. |
| Self-esteem | I would appeal to self-esteem by talking about the merits of Pitt. This would make people feel good about attending a prestigious university. I’d give examples successful people that attended Pitt. |
| Love and Belonging | I would appeal to love and belonging by talking about how great the community is at Pitt. Id talk about how the school cares about every student. I’d use quotes from students at the school that are about what its like to be in the Pitt family. |
| Safety and Security | I would appeal to safety and security by talking about how the safe the school. I’d use statistics about the low crime rates and show them how good the Pitt security is. |
| Physiological | I’d appeal to people’s physiological needs by talking about all the healthy options available at Pitt. I’s show people pictures of the gyms and show people all the clubs and activities are available. I’d also give facts about how healthy the food is at Pitt. |

3. Persuasive speeches can change attitudes, behaviors, beliefs and values. Attitudes and behaviors are easy to change; beliefs and values are much harder to change.

Take the following persuasive speech purpose: to persuade people to vote in the next presidential election in 2020. How would this persuasive speech differ as an appeal to attitudes and behaviors versus as an appeal to beliefs and values?

If I were appealing to attitudes and behaviors, I’d talk about the positive effects that you can have on the world by voting. I’d convince people on the importance of voting and convince them that their vote does matter. I’d change their attitude on voting by convincing them of the positive things they can accomplish by voting. If I were appealing to beliefs and values, I’d approach the speech from a much bigger picture. I’d talk about the importance of democracy in our world. I’d talk about the people that have fought and died to preserve democracy in the world. Therefore, it is not only our right, but our duty to take part in our democracy by voting.