**The Art of Persuasion**

**Task One**

*Watch the following video clips and analyze the following questions*

[*https://www.yxgapp.com/facebook-founder-mark-zuckerberg-commencement-address-or-harvard-commencement-2017/*](https://www.yxgapp.com/facebook-founder-mark-zuckerberg-commencement-address-or-harvard-commencement-2017/) *(00:00-06:17)*

1. Please make a situational analysis of this speech.
2. How did the speaker adapt to his audience based on situational analysis?

3) How did the speaker establish common ground with his audience?

4) What is the theme of this speech?

5) The speaker spent the first five minutes talking about his personal life. Do you think it is proper to do so on a commencement speech?

**Task Two** *Analyze the following audience type and figure out how the speaker make adaptation to them?*

1)College students who attend a lecture by the Career Counselor about interview skills and job opportunities.

2) College students attending a lecture about life insurance.

3) A group of yoga lovers that meet to hear a talk about the importance of practicing Yoga.

4) College students who attend a lecture by ECNU President explaining why tuition and fees will increase 15 percent next year.

5) Parents attending a high-school graduation speech by the Principal at their children’s school.

6) College students taking a public-speaking class as a compulsory course.

**Task Three** . Identify the different types of PS ( Fact/Value/Policy). Then rewrite the specific purpose statement to make it appropriate for a speech about one of the other two kinds of the questions.

1. To persuade my audience to engage in extracurricular activities.

2. To persuade my audience that media violence is a major cause of violent behavior in society.

3. To persuade my audience that alternate-day driving in private cars should be mandatory in Shanghai.

4. To persuade my audience that it is unethical to for business to use genetic testing to screening potential employees.

**Task Four** *Provide the correct goal of persuasion and best method of organization for each of the following purpose statements.*

1) To persuade my audience that more official measures should be taken to protect consumers’ rights.

Goal:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Method of organization: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2) To persuade my audience to provide volunteer help for rural education.

Goal:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Method of organization: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3) To persuade my audience that there should be stricter penalties for drunk driving.

Goal:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Method of organization: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4) To persuade my audience that English education should focus more on students’ communicative competence than linguistic competence.

Goal:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Method of organization: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5) To persuade my audience to begin a regular workout routine.

Goal:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Method of organization: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Task five** Group: Prepare a speech with the either of following two specific purposes:

1) To persuade my audience that all students should take a course in public speaking

2) To persuade my audience to recycle their electronic trash.

Organize your speech according to motivated sequence (CF P203-204 Sample)

Introduction

Attention: I. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

II. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Body

Need: I. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

B. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Satisfaction: II. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

B. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Visualization: III. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

B. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Conclusion

Action:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

II.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Task Six** *Ways to build up credibility*

e.g. I never knew much about UFOs until I did a research project on them last year. Since then, I’ve read a lot more about the subject, including…. As a result, I have decided that the evidence strongly suggests that Earth has been visited by spaceships from other planets.

e.g. As we all know there are many differences among the people in this class. But regardless of age, major, background or goals, we all share one thing in common --- we are all concerned with the quality of education at this school. And that quality is in danger. Because of budget reductions, faculty salaries have fallen below those at comparable schools, library hours have been cut back, and more and more students are being crowded out of classes they need to take.

Whether we like it or not, we have a problem --- a problem affects each of us. This morning I’d like to discuss this problem and whether it can be solved by an increase in tuition.

**Task Seven** Use Strategies to persuade

As a volunteer worker at the local branch of the All-China Women’s Federation, you are scheduled to speak to a group of 150 women who have just been laid off and are looking for reemployment opportunities in a highly competitive job market. The purpose of your speech is to persuade listeners to sign up for free workshops that offer life-skills training programs such as catering, tailoring, hairstyling, nursing, housekeeping and the like. Because the training is free, the biggest challenge for your audience is the demanding time commitment. To get a certificate from the program, they have to attend training sessions 8 hours a day, five days a week, for three consecutive months. Before writing your speech, you need to develop a plan for using all four methods of persuasion discussed in the class. Identify specific strategies you might use for enhancing your credibility, persuading your audience with logic and reasoning, and employing emotional appeals.

Strategies for enhancing credibility:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Strategies for using evidence \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Strategies for using reasoning:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Strategies for employing emotional appeal:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Task Eight**. Identify the logical fallacy in each of the following statements.

1) The manager’s proposal is not worthy of any consideration. After all, he doesn’t come from a well-known family.

2) We should not worry about protecting our environment against air and water pollution when we have to struggle against so many natural disaster such as Ya’an E.

3) Using a mobile phone while driving is not dangerous at all. My friends and I often talk on the phone while driving, but none of us has been in any traffic accidents.

4) If we ban smoking in all public places, smokers will stop eating out, restaurants will go out of business, and waiters will lose their jobs, which, in turn will cause serious social un rest.

5) There had been a lot of snow before earthquake, therefore the earthquake must have been caused by heavy snowfall.

6) If SAT works well as college entrance examination for America, it should also work well for China.

7) Because so many people eat at KFC, the food there must be very healthy.

**Additional EXE**

**Task1** Read the following examples and identify the method the author uses to motivate his or her audience?

e.g. Do you value the quality of your education? Then you’re probably worried about the fact that the academic buildings in our school are mostly poorly equipped with out-of-date computers . You can restore your peace of mind by making a donation to the fundraising initiative proposed by our school President.

e.g. You tell a potential customer who wants to purchase new software that it takes ten steps to install this program but it is easy to use. The customer might focus on those first ten steps of installation and decide it’s too hard for him to use.

e.g. Suppose you are super fan of iphone and once heard a speaker describe a recent safety problems with iphone caused by the malfunction of its battery. You might turn to your best friend sitting next to you and ask, “Is this true? Is the battery of iphone 14 really dangerous? I’ve always thought it was safe to use iphone.”

e.g. You should take a course in public speaking because it will increase your prospects of getting a good job. Effective communication skills are the most sought-after skills in today’s workplace.

e.g. “This floor is the new no-wax type. And this means that you will never have to get down on your hands and knees to scrub this floor.”

e.g. If you don’t take interview skills courses then you will probably fail in your future job interview and miss a desirable job opportunity.

**Task 2** Read the following examples and identify the need the author might work on to motivate his or her audience? CF handouts

What kind of need does the speaker appeal to if he or she wants to have a successful persuasive speech for the following purpose?

1. To persuade audience to always wear safety belt while taking a taxi.

2. To persuade audience to strive to win the scholarships granted by our school.

3. To persuade audience to buy ECNU Mascot---ECNU Lion--- on the 70th anniversary of ECNU as most of ECNUers take pride in their school.

4. To persuade audience to believe that they will be noticed by others or stand out in a crowd if they purchase and use your product.

5. President Obama calls on young black Americans to “be their best and brightest self” by upgrading their education.

e.g. If you are over sixty and don’t get vaccination for the swine flu now, then you will have greater health risks and even lose your life once you are infected.

e.g. If there is a hurricane, tornado, earthquake, or other natural disaster, the electrical power may go out and you may not be able to fill your car with gas. Without the basics of food and water, you could die. You need to be prepared for a worst-case scenario by having an emergency stockpile of water, food, and gas for your car.