

SCA Speech Communication
Mrs. Wilson

HOMEWORK: Persuasive Speech (with Power Point) DUE: _____

Your persuasive speech should be 3-5 minutes long and include 3-5 visual aids.

1. Choose your topic: Your persuasive speech has to be dealing with some aspect of HEALTH. Please pick a topic that actually interests you.
2. Set your goal: The goal of a persuasive speech is to move your audience toward accepting your position on the topic. You can have a goal of ABSOLUTELY convincing them (Hard sell) or your goal can be for your audience to take one small step closer to your position (Soft sell).
3. Analyze your audience (in relation to your topic): Know their demographic, but also if you expect them to be hostile, resistant, neutral, indifferent, etc. to your topic and your position.
4. Keep it local: Relate your topic to your audience as much as possible.
5. Persuasive speeches should use all 3 of the rhetorical appeals:
 - a. ethos
 - b. pathos
 - c. logos
6. Deal with foreseeable obstacles and objections, but deal with them reasonably and with respect.
7. Choose your structure. Persuasive speeches usually follow one of the four following structures:
 - a. problem/solution
 - b. comparison (why is one thing better than another?)
 - c. using the negative to persuade
 - d. Monroe's Motivational Sequence (attention, need, satisfaction, visualization, and action).
8. End your speech with some kind of call to action.
9. Please come to class prepared to give your speech. Have an outline and your visual aids (you may either email them to me ahead of time, bring a flash drive, or bring them on your own computer). Remember to have an introduction, your points and counterpoints, and a strong conclusion.