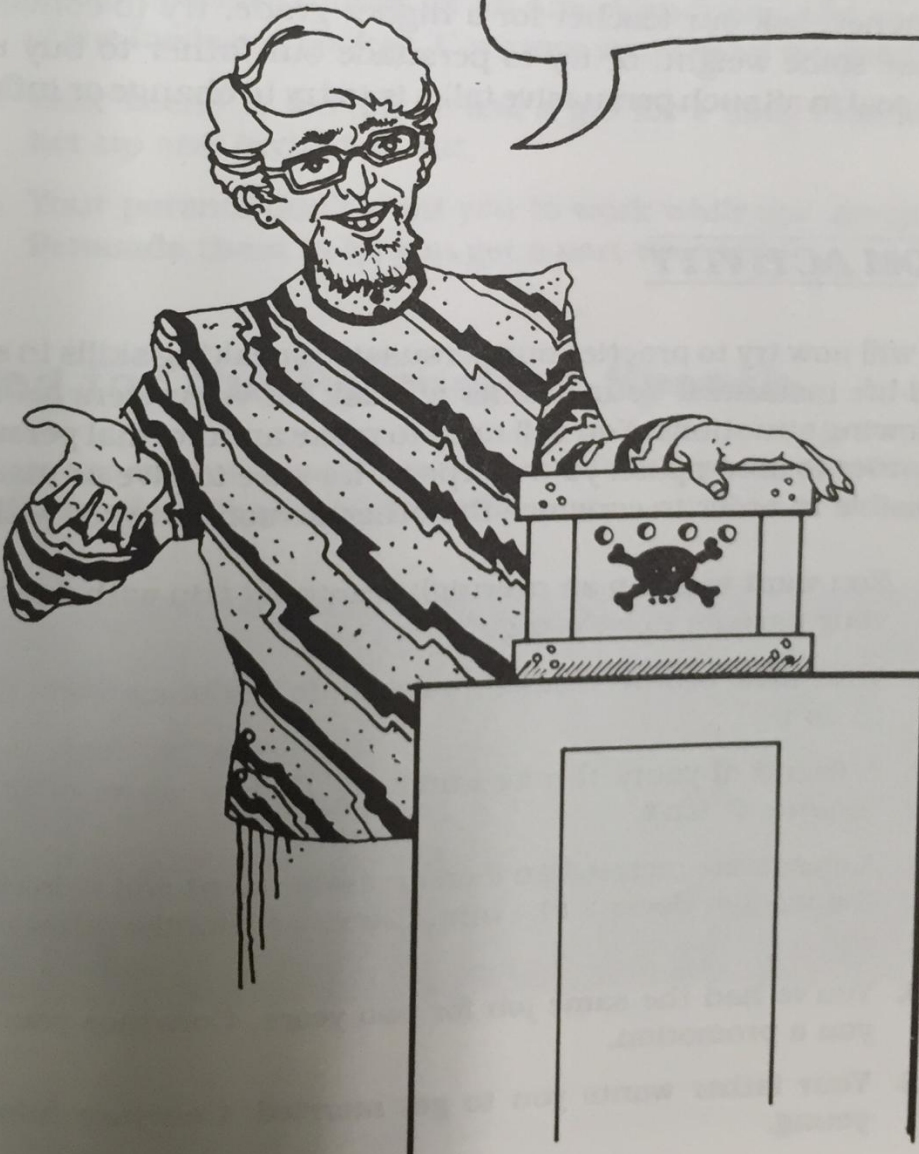


Speaking to Persuade

I have one of the most poisonous snakes known to mankind in this box. I am going to persuade each of you to gently touch my pet "Klunkunda"



Organizing Your Persuasive Speech

Organizing your Speech to Persuade will include:

1. Preparing An Attention-Getting Opener
2. Preparing a Clear Statement of Your Specific Purpose
3. Preparing the Main Body of Your Speech
4. Preparing a Summary of Your Main Points
5. Preparing a Memorable Conclusion

1. PREPARING AN ATTENTION-GETTING OPENER

The introduction to a persuasive speech is very important. In order to convince listeners to agree with you, you must first make them trust you and see you as a person who thinks as they do. You must do this *before* you attempt to change their minds about something with which they currently disagree. The best way to do this is to begin your speech by talking about areas of agreement which are common to everyone. You can do this by first discussing:

- A. *Common Goals.* (We all want the same basic things in life.)
- B. *Common Problems.* (We all face this problem together; we are all concerned about this particular problem.)
- C. *Common Experiences.* (We all know what it is like to . . .)

EXAMPLE 1: In a speech to convince people that "**Highway Speed Limits Are Too High,**" you might begin: "Most of us know people who have had friends or family injured or killed in terrible car accidents on the highways. Certainly we've all read or heard about these tragedies in the news. We all want to live long, happy, healthy lives and not worry about the possibility of accidents. No one wants to worry whether he or she will arrive at their destination safely every time he or she gets in a car."

EXAMPLE 2: In a speech to convince us that “**Capital Punishment Should Be Legal,**” you could first discuss the following common areas of agreement: “I’m sure everyone here is concerned about crime in our community. Many of us know that it isn’t always safe to go out alone at night or even to walk through a dark parking lot to get to our car. All of us want to feel safe in our homes, cars, and on the streets. We would all like to see the amount of crime reduced.”

EXAMPLE 3: In a speech to persuade the class to donate money to the International Red Cross, a student began with the following areas of agreement: “Although we take many things for granted, we all know how fortunate we are to have nice clothes to wear, a place to live, and plenty of food to eat. We all realize that many people in the world aren’t so lucky. There are many starving and homeless people on every continent. Most of you would be willing to help people less fortunate than yourselves if you knew what to do.”

2. PREPARING A CLEAR STATEMENT OF YOUR SPECIFIC PURPOSE

Now that you have discussed common areas of agreement and shown your audience that you are a sensible person with the same values and beliefs they hold, you are ready to clearly state your specific speech purpose. The audience should not have to guess what your persuasive purpose is, or wait until you are halfway through your speech to find out. *Now is the time to tell them!*

EXAMPLE 1: After building on areas of agreement about everyone's desire to avoid car accidents, etc. (Example 1, page 133), it would be effective to specifically state "There is a way to reduce the number of accidents and our concerns about highway driving: **The Maximum Speed Limit on U.S. Highways Should be 50 Miles Per Hour.**"

EXAMPLE 2: After discussing how lucky we all are to have good food, clothes, shelter, etc. (Example 3, page 134), it is time to state your specific persuasive purpose: "**Everyone in this Class Should Donate \$5.00 to the International Red Cross**, which will use the money to buy food and clothing for needy people."

3. PREPARING THE MAIN BODY OF YOUR SPEECH

Now that your listeners know *exactly* what your specific persuasive purpose is, you must present support and evidence which will convince them to agree with you. This is where you must use the results of your Audience Analysis. At this point, some members of the audience will be indifferent to your topic or will disagree for specific reasons. Review your Survey of Opinions Form carefully before organizing this section of your speech.

I. Convincing Indifferent Listeners

People are indifferent about a topic because they do not see how it relates to them. In order to persuade listeners with the "Who cares?" attitude, you must get them interested in your topic. You must prove that your topic is important to think about, or that it directly affects them in some way.

EXAMPLE 1: Pretend that your persuasive purpose is to convince the audience to buy water purification systems for their homes. Listeners are likely to be uninterested in this topic because they never gave it any thought and don't believe it is important. However, you could tell them that the newspaper ran a story saying the quality of water in your community is the worst in the United States. Expert doctors warn that drinking this water could increase the risk of getting cancer. This type of information would certainly develop interest in your topic and get people to consider your suggestion.

EXAMPLE 2: After doing the audience analysis, one student found that several classmates were indifferent to her topic "**Casino Gambling Should Be Legal in Miami**" for the following reasons: Several students said it doesn't matter to them because they don't gamble; Some international students said they don't care because they will only live in Miami for a couple of years. The speaker showed them why they should be interested. She explained that casino gambling would help the city's finances and a proposed sales tax increase would not be necessary. She proved that everyone (gamblers and nongamblers; permanent residents and students on temporary visas) would benefit because prices in all stores and restaurants would be lower if the city sales tax was not increased. This type of evidence showed the indifferent students how this topic really does affect them.

II. Convincing Hostile Listeners

A "hostile" listener is one who completely disagrees with your opinion or belief. In order to persuade these listeners, you must know their reasons for disagreeing with you (your Audience Analysis gave you these), and convince them that their specific reasons for disagreeing are not valid.

EXAMPLE 1: Your specific persuasive purpose is to convince your classmates to donate blood to the blood bank of a local hospital. Your Audience Analysis shows that many people do not want to be blood donors. They are “hostile” or opposed for the following reasons:

- A. One classmate is afraid to donate blood for fear of catching a disease from a dirty hypodermic needle.

You must convince him or her not to worry about this. In your “Gathering Information” step you called the hospital to get evidence to prove that this is not a valid excuse. Explain to the class that you interviewed the nurse in charge of the blood bank at the hospital. She explained that a different individually wrapped and sterilized needle is used for every blood donor. Needles are thrown away after each use and a new one used each time. Therefore, it is impossible to catch a disease from a dirty needle.

- B. Another classmate doesn't have a car and thinks it is too much trouble to get to the hospital.

You must convince this person that this is not a good reason. In your “Gathering Information” step you learned it is very easy to get to the hospital and there are two choices: (1) There is a bus leaving from campus every fifteen minutes which goes directly to the hospital, and (2) If you call the hospital, they will send someone to drive you. This is free of charge to all blood donors.

EXAMPLE 2: Your specific persuasive purpose is to convince your listeners that "Capital Punishment Should Be Legal Throughout the United States." Your Audience Analysis shows that several of your classmates strongly disagree with this persuasive claim. They are "hostile" or opposed for the following reasons:

A. Capital punishment does not reduce crime.

You must try to prove this is not a good reason for disagreement. You could present evidence (based on your information-gathering research) that there are fewer murders committed in states that have the death penalty than in states that do not. You could also quote an expert in law enforcement who has stated that criminals are less likely to commit murder if they fear the death penalty.

B. Another classmate believes that murderers should not be put to death; they should be rehabilitated.

Again, you must convince this listener that his or her reason is not a good one. In your "Gathering Information" step you read about various rehabilitation programs for criminals that have been tried in different parts of the country. The results of studies designed to determine the effectiveness of attempts to rehabilitate criminals are not encouraging. You could report the results of specific studies which showed that the majority of law-breakers released from jail after participating in rehabilitation programs continue to commit the same crimes over and over.

C. Another classmate feels that life imprisonment is more humane than the death penalty.

You must present support showing why this isn't necessarily true. In your "Gathering Information" step, you learned that psychologists have surveyed hundreds of prisoners who are serving life sentences. The prisoners themselves said the thought of spending the rest of their lives in jail is unbearable; they wish they could have received the death penalty instead of a life sentence.

4. PREPARING A SUMMARY OF YOUR MAIN POINTS

Although you have finished presenting your persuasive support and evidence, you are not yet finished. An effective persuasive speech should summarize the support presented. You will do a better job of convincing people to agree with you if you briefly remind them why they should. Help your audience remember your information by repeating the main persuasive points you made in your speech.

EXAMPLE 1: In the speech to convince others to become blood donors, you could summarize your main persuasive support like this:

I'm sure you now realize that donating blood is:

- A. Rewarding and worthwhile
 - a. Think of a dying person whose life you might save.
 - b. Think of the great personal satisfaction you'll have.
- B. Perfectly safe and painless
 - a. Donating blood doesn't hurt a bit.
 - b. There is no chance of catching any kind of disease.
- C. Very convenient
 - a. It will only take a few minutes of your time.
 - b. Free round-trip transportation to the hospital is available.

EXAMPLE 2: In the speech to convince that casino gambling should be legal in Miami, you could have a summary like this:

As you can now see, legalizing casino gambling in Miami would greatly benefit you and all residents of the city:

- A. A proposed sales tax increase will not be necessary
 - a. This will keep prices you pay in restaurants lower.
 - b. This will keep prices you pay in retail stores lower.
- B. Miami's finances will improve
 - a. More money will be spent to improve the roads you use.
 - b. More money will be spent to improve the public parks and beaches you enjoy.
 - c. More money will be spent on educational materials for children in public schools.

5. PREPARING A MEMORABLE CONCLUSION

You are almost home free! You have just one more part of your speech to prepare: the conclusion. The conclusion of a persuasive speech should remind people to believe or do what you want them to. Try to make people think about the future and end with a short, direct reminder for them to take some type of action.

EXAMPLE 1: In the speech "You Should Buy a Water Purification System for Your Home," a conclusion which makes people think about the future and reminds them to do what you want them to might be:

You might be healthy now, but think about your health in a few months or in several years. We all know that the water in this city can kill us! With a home purification system, you'll never worry about drinking polluted water again. For less than \$20.00 turn your kitchen faucet into an ocean of fresh water. Buy a water purification system for your sink today!

EXAMPLE 2: In a speech to persuade people "**Everyone Should Enroll in an Exercise Class,**" you could get people to visualize the future and remind them to take some kind of action with this conclusion:

Be the best you can be! Just think—in a few short weeks a beautiful, slender, athletic body can be yours. Heads will turn as you walk down the street. Be sure to make an appointment at your local health club right away!

LET'S REVIEW HOW A PERSUASIVE SPEECH SHOULD BE ORGANIZED

Introduction

Builds on Areas of Agreement Common to Everyone

Statement of Specific Purpose

Tells the Audience Your Specific Persuasive Claim

Main Body of the Speech

Contains Your Evidence to Convince People to Agree with You

Summary Statements

Reinforces Main Persuasive Points Presented in Your Speech

Memorable Conclusion

Reminds Listeners to Believe or Do What You Want Them To

SAMPLE PERSUASIVE SPEECH OUTLINE

The following is a sample outline of a persuasive speech. You can see that this speech has all the important parts that have been described in this chapter.

Make Your Next Vacation Chengde, China

Introduction Which Builds on Areas of Agreement

Have you ever wanted to go on vacation somewhere exciting but worried that it would cost too much? Or, haven't you ever worried that you might be bored once you got there? Of course, we all have! Everyone is nervous about these things before a vacation.

We all want the same thing from a vacation. We want adventure, excitement, great food, nice hotels, and we don't want to spend a lot of money!

Clear Statement of Specific Purpose

PLAN A TRIP TO CHENDGE, CHINA FOR YOUR NEXT VACATION

*Transition to
Main Body:*

The magnificent city of Chengde will amaze and delight you. If you are worried that such a vacation will cost too much, you will be interested to know:

Main Body—Presentation of Evidence to Convince People

- I. Chengde, China is very inexpensive
 - A. The best hotel costs only \$25.00 a night for a double room.
 - B. You can eat three delicious meals a day for less than \$5.00.

Transition:

You might think that Chengde is ugly and you'll be bored there. Let me assure you this is not true.

- II. There are many things to see and do in Chengde
 - A. See the most beautiful and unusual temples in the world.
 - 1. The Lamaist Temple of Universal Tranquility
 - a. It was built by Emperor Qian Long in the 18th century.
 - b. It has the largest wooden image of the Buddhist Goddess of Mercy, Guanyin.
 - 2. The Temple of Universal Joy was built in 1766.
 - a. It has an incredible double terrace.
 - b. See its fabulous double roof of yellow tiles.
 - 3. The Chinese Temple of Universal Love was built in 1713.
 - B. Walk in and photograph the most beautiful gardens in China.
 - C. Rent a rowboat and ride on one of Chengde's magnificent lakes.
 - D. You can always go on a shopping spree.
 - 1. Visit one of the unique shops or department stores.
 - 2. Chengde is famous for several products.
 - a. silk
 - b. furs
 - c. wood carvings
 - d. hand-made Oriental rugs

Transition:

Some people fear getting ill and not finding a doctor if they travel to a small city in China. This should not be a concern.

- III. Medical care in China is excellent
 - A. Chinese hospitals and doctors provide excellent care.
 - B. There are many local clinics in all cities.
 - C. Standard antibiotics and medications are available.

Summary of Main Persuasive Points

I hope I've convinced you to make your next vacation Chengde, China. Remember:

- A. Chengde is a very inexpensive place to visit.
- B. You'll never get bored because there is so much to see and do.
- C. In the unlikely event you need it, excellent medical care is available.

Memorable Conclusion

You can stand on the same spot where China's most powerful emperors have stood. Your eyes will see the same green mountains they saw. You will be amazed by the spectacular scenery, cool breezes, and striking sounds. You will find your trip was worth the time and money you spent to get there. So, see your travel agent and make plans to visit Chengde, China soon!

GRADED PERSUASIVE SPEECH PRESENTATION

Due Date:

Time Limit: 3–5 minutes (Practice and time yourself.)

GUIDELINES

Choose a Persuasive Topic that:

1. You feel strongly about.
2. You truly want others to believe.
3. Is arguable or controversial.

Every speech must have the following:

Introduction: The first thing to do is to make us trust you and view you as a person who has the same basic beliefs and values we do. Begin by discussing common areas of agreement.

Clear, Specific Purpose: After building on common ground, tell us **exactly** what you want us to believe or do.

Main Body: This is where you present the support and evidence you gathered to prove your topic is relevant and important and to convince those who disagree with you to change their minds. Use visual aids when appropriate.

Summary: After presenting your final piece of persuasive support, you must review with us all the main points in your speech.

Memorable Conclusion: Your final remarks should make people think about the future and remind them to believe in your persuasive claim or take some type of action.

Use the following worksheet in the preparation of your speech.

Persuasive Speech Preparation Worksheet

1. Decide on some possible arguable or controversial topics that you feel strongly about. Write them below.

2. Determine your specific speech purpose for each of the above topics. (Refer to p. 120 as necessary.) Explain below.

3. Clearly state what your specific persuasive claim for each of the above topics would be in your actual speech. (Refer to p. 134 as necessary.)

Discuss the above with your teacher. Choose one persuasive claim and start gathering information.

4. List the most common reasons people have for disagreeing with or being indifferent toward your topic.

Disagreement 1: _____

Disagreement 2: _____

Disagreement 3: _____

5. Prepare an introduction which discusses areas of agreement.

6. Clearly state your specific persuasive claim.

7. Describe possible visual aids you could use to better convince your audience to agree with your claim.

The purpose of the above worksheet is to start you thinking about the kind of information you will need and how you will gather and organize material for your persuasive speech. After consulting a few different information sources, you will be ready to prepare your working outline. Use the following format to guide you.

(Speech Title)

Introduction That Builds on Common Ground:

Specific Persuasive Claim:

Main Body of Speech:

Persuasive

Support 1: _____

(Write your support to convince indifferent listeners that your topic is relevant and affects them)

Persuasive

Support 2: _____
(Write your support to answer or refute *Disagreement 1*)

Persuasive

Support 3: _____
(Write your support to refute *Disagreement 2*)

Persuasive

Support 4: _____
(Write your support to refute *Disagreement 3*)

Summary of Persuasive Points:

Memorable Conclusion:

SURVEY OF OPINIONS FORM

Persuasive Speech Topic: _____

General Audience Reaction to Opinion (Circle One)

Strongly Disagree	Disagree	Indifferent Uninterested	Agree	Strongly Agree
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If your classmates are indifferent, they are indifferent because: (circle the reasons)

1. They don't think your topic is important.
2. They don't feel your topic affects them.
3. They never heard of your topic.
4. They have never given your opinion any thought.
5. Other _____

If several of your classmates disagree with your opinion, you will find they probably disagree for different reasons. Ask them their specific reasons for disagreement. List below.

1. _____
2. _____
3. _____
4. _____

CLASSROOM ACTIVITY

We will now try to practice our persuasive speaking skills in some possible real-life instances. Your teacher will ask for volunteers to "role-play" the following situations. You will need to make an informal persuasive speech in order to accomplish your purpose. Be sure to give as many reasons as possible in order to convince the other person to agree with you.

1. You want to go on an overnight camping trip with friends. Convince your parents to let you go.
2. Your little brother doesn't want to do his homework. Convince him to do it.
3. A friend of yours thinks watching TV is a waste of time. Convince him/her it isn't.
4. A classmate received an F on an assignment and thinks it is because the teacher doesn't like him. Convince him that that is not the reason.
5. You've had the same job for two years. Convince your boss to give you a promotion.
6. Your father wants you to get married. Convince him you are too young.
7. Your teacher thinks someone else wrote a composition for you. Convince her or him you wrote it yourself.
8. You are running for president of the senior class. Convince a group of students to vote for you.
9. You just had your car repaired and you think the bill is too high. Convince the manager of the shop to lower the bill.
10. Your friend smokes too many cigarettes. Convince him or her to cut down.
11. You bought a radio that you decided you didn't really need. When you tried to return it to the store, the owner didn't want to refund your money. Convince the store owner to give you your money back.
12. Your mother believes all unmarried girls should be chaperoned when they date. Convince her that this isn't necessary.
13. You prepared a dinner for an American friend who wouldn't try some of the foods you cooked. Convince your friend to taste what you made.
14. Your friend is too shy to ask a girl for a date. Convince him to call her up and invite her out.
15. Your parents don't want you to work while you are going to school. Persuade them to let you get a part-time job.