Persuasive Speech Assignment

- Start with a subject that interests you
- Think about an audience that would be interested in that subject
- Choose something about that subject that invites persuasion
  - Difference of opinion?
  - Need for action?
  - Potential benefits?
  - Potential problems to avoid?
Persuasive Speech Assignment

- From that audience and subject, narrow the subject down to a topic
- Create thesis statement (see pp 189-190)
Due Monday March 5

General subject

Specific thesis statement

Audience you’re speaking to

Audience’s disposition re thesis

Persuasion strategy
Persuasion Strategies

- Starts with your audience
- Decide your “Persuasive Goal” - p 507
  - Strengthen an existing commitment?
  - Weaken an existing commitment?
  - Broaden audience understanding?
  - Advocate action?
Calibrate Audience Attitudes

- **Neutral**
  - Would more factual data help?

- **Sympathetic?**
  - Strengthen commitment or openness to action?

- **Hostile?**
  - Find common values?
  - New benefits
  - Re-define terms?
Stake Your Claim

- Fact claim
  - Requires research for validation, verification

- Values claim
  - More difficult
  - Could backfire

- Policy claim
  - Organization actions
  - Should stress benefits (costs)
My general subject will be “underage drinking”

My thesis: “Lowering the drinking age to 18 would reduce problem drinking among young adults.”

My audience: Regional PTA conference

Their disposition: Neutral to mostly hostile

My strategy: Facts from other countries, common value to reduce drunk driving accidents