

## Global Issues Analysis Persuasive Speech 2015

*Mission: Use your research skills to analyze a global issue, evaluate different perspectives and points of views of that global issue, form an argument based on evidence, and write and present a 4-5 minute persuasive speech convincing your audience to change their beliefs and/or take action. You are responsible for delivering your speech when assigned. Speeches not delivered will receive a late penalty (letter grade) for everyday they are late. THIS IS 50% of your final exam grade.*

### **Persuasive Speech Basics:**

- Time: 4-5 minutes
- All work done in MLA format
- Presentation: Speech rehearsed and memorized, can use notes; must have **visuals that supplement and enhance speech content** done in Pecha Kucha style (see other handout)
- Required Research: 3-4 sources → MUST BE CITED in the written and DELIVERED speech
  - ONLY credible Internet sources (.gov .edu .org or databases)
  - NOTE: NO WIKIPEDIA
- Required materials to be turned in:
  - Speech template outline
  - Typed final speech (including parenthetical citations) with works cited
  - Speech Reflection
  - Two Persuasion Meter completed handouts

### **Grade Breakdown:**

- Delivery and Presentation (100 points)
  - Points calculated via rubric
    - Content, visuals and Pecha Kucha style presentation
- Speech Written Work
  - Outline Template (20 points)
  - Final Speech with works cited (included in speech grade)
- Speech Reflection (5 points)
- Audience participation (minus points if negative)
- Peer Analysis (5 points)
- **MINUS POINTS-** speaking over time or under time; disrespect or inappropriate behavior during others' speeches.

**Total points- 130**

*Remember this is **persuasive presentation/speech**-you must convince your audience (16 year-old Cherry Creek HS students) to change their way of thinking and actions, and agree with your argument. You must get your audience to follow your course of action. Use emotion, fear, humor, and logic.*

## **Ethos, Pathos, and Logos...**

***Ethos, Pathos, and Logos:*** The goal of argumentative writing is to persuade your audience that your ideas are valid, or more valid than someone else's. The **Greek philosopher Aristotle** divided the means of persuasion, appeals, into three categories--**Ethos, Pathos, Logos**.

**Ethos (Credibility)**, or **ethical appeal**, means convincing by the character of the author. We tend to believe people whom we respect. One of the central problems of argumentation is to project an impression to the reader that you are someone worth listening to, in other words making yourself as author into an authority on the subject of the paper, as well as someone who is likable and worthy of respect.

**Pathos (Emotional)** means persuading by appealing to the reader's emotions. We can look at texts ranging from classic essays to contemporary advertisements to see how pathos, emotional appeals, are used to persuade. Language choice affects the audience's emotional response, and emotional appeal can effectively be used to enhance an argument.

**Logos (Logical)** means persuading by the use of reasoning. Supporting your claims with evidence to substantiate your thesis.

Taken from: <http://courses.durhamtech.edu>

### Examples of Ethos, Logos and Pathos:

**Example of Ethos:** "I will end this war in Iraq responsibly, and finish the fight against al Qaeda and the Taliban in Afghanistan. I will rebuild our military to meet future conflicts. But I will also renew the tough, direct diplomacy that can prevent Iran from obtaining nuclear weapons and curb Russian aggression. I will build new partnerships to defeat the threats of the 21st century: terrorism and nuclear proliferation; poverty and genocide; climate change and disease. And I will restore our moral standing, so that America is once again that last, best hope for all who are called to the cause of freedom, who long for lives of peace, and who yearn for a better future."

Democratic Presidential Candidate Acceptance Speech by Barack Obama. August 28th, 2008.

**Example of Pathos:** "I am not unmindful that some of you have come here out of great trials and tribulations. Some of you have come fresh from narrow jail cells. And some of you have come from areas where your quest -- quest for freedom left you battered by the storms of persecution and staggered by the winds of police brutality. You have been the veterans of creative suffering. Continue to work with the faith that unearned suffering is redemptive. Go back to Mississippi, go back to Alabama, go back to South Carolina, go back to Georgia, go back to Louisiana, go back to the slums and ghettos of our northern cities, knowing that somehow this situation can and will be changed." (I Have a Dream by Martin Luther King Jr. August 28th, 1963.)

**Example of Logos:** "However, although private final demand, output, and employment have indeed been growing for more than a year, the pace of that growth recently appears somewhat less vigorous than we expected. Notably, since stabilizing in mid-2009, real household spending in the United States has grown in the range of 1 to 2 percent at annual rates, a relatively modest pace. Households' caution is understandable. Importantly, the painfully slow recovery in the labor market has restrained growth in labor income, raised uncertainty about job security and prospects, and damped confidence. Also, although consumer credit shows some signs of thawing, responses to our Senior Loan Officer Opinion Survey on Bank Lending Practices suggest that lending standards to households generally remain tight." (The Economic Outlook and Monetary Policy by Ben Bernanke. August 27th, 2010.)

### **Examples of Ethos, Pathos and Logos**

Taken from: <http://pathosethoslogos.com>

Here are some examples of ethos, pathos, and logos.

### Appeals to Ethos

- "As a doctor, I am qualified to tell you that this course of treatment will likely generate the best results."
- "My three decades of experience in public service, my tireless commitment to the people of this community, and my willingness to reach across the aisle and cooperate with the opposition, make me the ideal candidate for your mayor."
- "The veterinarian says that an Australian shepherd will be the perfect match for our active lifestyle."
- "If his years as a Marine taught him anything, it's that caution is the best policy in this sort of situation."
- "You know me – I've taught Sunday School at your church for years, babysat your children, and served as a playground director for many summers."
- "Our expertise in roofing contracting is evidenced not only by our 100 years in the business and our staff of qualified technicians, but in the decades of satisfied customers who have come to expect nothing but the best."
- "He is a forensics and ballistics expert for the federal government – if anyone's qualified to determine the murder weapon, it's him."
- "Based on the dozens of archaeological expeditions I've made all over the world, I am confident that those potsherds are Mesopotamian in origin."
- "If my age doesn't convince you that my opinion matters, at least consider that I am your grandfather and I love you dearly."
- "Doctors all over the world recommend this type of treatment."
- "If you're still unsure, please consider that my advanced degree and field work speak for themselves."

### Appeals to Pathos

- "If we don't move soon, we're all going to die! Can't you see how dangerous it would be to stay?"
- "I'm not just invested in this community – I love every building, every business, every hard-working member of this town."
- "There's no price that can be placed on peace of mind. Our advanced security systems will protect the well-being of your family so that you can sleep soundly at night."
- "Where would we be without this tradition? Ever since our forefathers landed at Plymouth Rock, we've celebrated Thanksgiving without fail, making more than cherished recipes. We've made memories."
- "They've worked against everything we've worked so hard to build, and they don't care who gets hurt in the process. Make no mistake, they're the enemy, and they won't stop until we're all destroyed."
- "Don't be the last person on the block to have their lawn treated – you don't want to be the laughing stock of your community!"
- "You should consider another route. I heard that that street is far more dangerous and ominous at night than during the daytime."
- "You'll make the right decision because you have something that not many people do: you have heart."
- "After years of this type of disrespect from your boss, countless hours wasted, birthdays missed... it's time that you took a stand."
- "Better men than us have fought and died to preserve this great nation. Now is our turn to return the favor. For God and country, gentlemen!"
- "You will never be satisfied in life if you don't seize this opportunity. Do you want to live the rest of your years yearning to know what would have happened if you just jumped when you had the chance?"

### Appeals to Logos

- "The data is perfectly clear: this investment has consistently turned a profit year-over-year, even in spite of market declines in other areas."

- "Ladies and gentlemen of the jury: we have not only the fingerprints, the lack of an alibi, a clear motive, and an expressed desire to commit the robbery... We also have video of the suspect breaking in. The case could not be more open and shut."
- "It's a matter of common sense that people deserve to be treated equally. The Constitution calls it 'self-evident.' Why, then, should I have been denied a seat because of my disability?"
- "More than one hundred peer-reviewed studies have been conducted over the past decade, and none of them suggests that this is an effective treatment for hair loss."
- "History has shown time and again that absolute power corrupts absolutely."
- "Private demand for the product has tapered off for the past three years, and this year's sales figures are at an all-time low. It's time to research other options."
- "The algorithms have been run in a thousand different ways, and the math continues to check out."
- "In 25 years of driving the same route, I haven't seen a single deer."
- "He has a track record of success with this company, culminating in some of our most acclaimed architecture to date and earning us Firm of the Year nine times in a row."
- "You don't need to jump off a bridge to know that it's a bad idea. Why then would you need to try drugs to know if they're damaging? That's plain nonsense."
- "Research compiled by analysts from NASA, as well as organizations from five other nations with space programs, suggests that a moon colony is viable with international support."

Taken from: <http://examples.yourdictionary.com>

## **Speech Tips:**

### **1 – USE THE POWER OF THREE**

Most people can easily absorb three ideas at a time. So narrow your main points down to three.

*“Tell the audience what you’re going to tell them, then tell them, then tell them what you told them.”*

At the start of your speech, after your powerful opening statement, tell your audience what you’re going to tell them

Then, give them the three examples in detail.

Before your powerful closing statement, bring the speech to the end by recapping those three examples.

### **2- HAVE A STRONG OPENING AND CLOSING STATEMENT**

The first few seconds you begin and the last few when you close are the most important in the speech.

DO NOT start with “thank you for being here.” **It immediately feels weak when you do that.** Instead, jump right into your powerful opening statement, which you should have memorized.

**OPEN STRONG** by beginning with a short, powerful statement.

**CLOSE STRONG** by giving a short, powerful statement.

DO NOT close your speech with a “thank you” either. End with a powerful, thoughtful or passionate statement, then walk off the area.

**SOOTH THE SKEPTICS** - After your opening, if you have a skeptic crowd, soothe them in the beginning, right after your powerful opening statement.

You could say something like *“At the end of this session you will have a tool that you can use to...”* A good statement will have them perk up, wanting to know more, rather than looking for ways to discredit your ideas.

You can also applaud them for having an open mind to new ideas. *“I applaud you for being open to these ideas. It will greatly...”*

### **3 – TELL A STORY**

Telling a real story is the absolute best way to keep an audience’s attention. A story helps you to illustrate a point, even if you are speaking on a dry topic such as the importance of metal in commerce, tell a short story involving people and a problem and a triumph. **Everyone loves a good story, and they will be more likely to connect with your speech if you tell a true story involving real characters.** You’ll also become more relaxed during your speech, because you’ll know your story and won’t need your notes while telling it.

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The **Opening of Your Speech** is *your* first impression to your audience. It literally, sets the stage for your presentation. Very quickly, the audience is going to be on the edge of their seats, either breathlessly waiting for more, *or*, if your opening isn't a great one, waiting for the moment when they can *leave* their seat and bolt for the exit!

#### Here are some things you might consider when developing the opening for your next presentation.

- **Paint a Word Picture-** No physical pictures equal what our minds can develop.
  - *Example:* “Picture this. You’ve just taken your seat in English Class, and the professor says, “Class, clear your desks and take our a clean sheet of paper.” What are your thoughts?”
- **Ask a Question-** This gets people thinking.
  - *Example:* “Raise your hand if you know anyone who’s ever been in a serious car accident.” (Bonus: If you raise *your* hand while asking a question, more people will raise *their hands*. Depending on the subject matter, this can make an important difference.)
- **Famous Quote-** The quote, and person quoted, should be relevant to your presentation.
  - *Example:* “Over 20 years ago, John F. Kennedy, in his inauguration address, told the American people, “Ask not what your country can do for you. Ask what you can do for your country.”
- **Today in History-** The historical event should be factual and relevant to your subject matter. There are a number of excellent websites that provide this information, including events and the births of famous people. Using a little creativity with this information can segue into your speech opening.
  - *Example:* “On this day in history, September 20th, 1519, Ferdinand Magellan, embarked from Spain on a voyage to circumnavigate the world. Revamping this year’s strategic plan, and meeting new objectives, should be relatively easy compared to the obstacles those brave sailors faced.”
- **In This Morning’s New York Times (or other media.)** A current event, if appropriate, can be part of the opening to your speech. If print media, like a magazine or newspaper, the item can be used as a prop and held up to the audience as you speak.
  - *Example:* “I noticed in this morning’s paper there was *another* shooting in the city – and the victim was only 14 years old! *When, when, when* – are we going to seriously address the **hand-gun issue** in this country?”
- **Suspense / Surprise-** Build suspense with the audience. Then surprise them with a *contrary* statement.
  - *Example:* “In preparing for this presentation over a two week period of time, I personally took over 200 pictures, picked the 15 best ones, cropped and edited them to get the *exact* content I needed to make my points today, loaded them into a power point presentation – and ***my hard drive promptly crashed!***”
- **Use a Physical Prop or a Visual or Audio Effect-** This will get the attention of the audience. Your opening statement should tie directly to what the audience just experienced.
  - *Example:* The shrill of the siren of an ambulance or blare of an air horn from a fire engine can be an effective way to open a speech on safety, as in, “Hear that sound? An accident occurred, and someone’s life has changed – *forever!*”

#### **Bonus Tips**

1. *Don’t* start talking as soon as you’re introduced. Pause – and count silently to 5.
  - The silence signals the audience to give you their attention.
2. **Smile** before speaking.
  - Unless your presentation is a somber one, smiling indicates you are confident, and *ready to present!*
3. **Never**, even if true, tell the audience you are not prepared for your presentation.
  - Statements like that are self-destructive. The audience will not expect much from you, and you’ll probably meet their low expectations.
4. If there’s **humor** in your opening, and it’s appropriate, and you can present it well – *use it!*
  - Good humor will put the audience, *and you*, at ease.