

Developing Talks to Convince or Persuade

Attention ➤ Need ➤ Satisfaction ➤ Visualization ➤ Action ➤➤➤

Gain **attention** to the problem, show **need** for change, offer **plan** to solve problem, show how plan will **solve** problem, challenge audience to **do** something to implement the plan.

➤ **ATTENTION STEP** The main purpose of this is to gain attention and interest of your audience, and to do this as early as possible. Among the methods to gain attention are interesting and involving quotations, factions, which serve to shock, surprise or fascinate your audience into paying attention to what will follow. This step should relate in some clear and pertinent way to the intention of your speech.

➤ **NEED STEP - Problem**

<i>Statement</i>	State the need -- point out what is wrong with present conditions.
<i>Illustration</i>	Tell of one or more incidents to help illustrate the need.
<i>Ramification</i>	Employ as many additional facts, examples, and quotations as are necessary to make the need convincing and impressive.
<i>Pointing</i>	Show the importance of the need to the individuals in the audience.

➤ **SATISFACTION STEP – Solution -- Plan**

- Briefly state the belief or action you propose.
- Include a plan to solve the problem.
- Show logically how it will meet the need.
- Cite examples from practical experience to show its soundness.
- The plan should include proposal that will solve the need or a local, state, or national level.
- Where needed, supplement these examples with facts and figures.

➤ **VISUALIZATION STEP**

The <i>positive</i> method	Describe conditions, as they will be in the future if the solution you propose is carried out.
The <i>negative</i> method	Describe conditions as they will be in the future if the solution you propose is <i>not</i> carried out.
The <i>contrast</i> method	This is a combination of the two preceding methods in which the negative method is used first, and the positive method follows it.

The main purpose of the VISUALIZATION STEP is to show the audience what the future will be under the plan that you propose.

➤ **ACTION STEP**

The action step should tell the individual what he or she might do on a personal basis to help solve the problem. What can each member of audience do?

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TYPES OF PROOFS FOR PERSUASIVE SPEECHES:

A. *STATISTICS*: The most used and abused. Numbers are absolute, so people tend to believe them, regardless of whether or not the numbers give an accurate picture.

B. *AUTHORITY*: Always find an expert to support your arguments. Just be sure the "expert" is truly an expert. And be sure the "expert" is not too obviously biased or prejudiced on the topic. NOTE: All "experts" are biased towards their topic viewpoint. Otherwise they would not be recognized as "experts."

C. *SPECIFIC EXAMPLES*: Real examples of whatever you are talking about.

D. *EMOTIONAL PROOFS*: Examples, which appeal to emotional rather than logical response from your audience.

Examples:



Appeal to pity: "Look at this picture of a child suffering from napalm burns."

- **Appeal to fear**: "Only one house in a hundred has adequate locks on doors and windows to keep out burglars. Is your house that one or one of the other 99."

Appeal to sense of well being: "Each day people consume sugar, fat and salt enough to shorten their lives by several days."

Appeal to need for acceptance of love: "Are you one of the 32,000,000 Americans who is overweight?"

Appeal to loyalty, patriotism etc.: "The members of the United States Olympic Gymnastics Team dedicated themselves to bringing home the first ever gold medals in the 1984 Olympics."

When offering evidence in support of your positions, be sure to identify the source, "According to..." or "Dr. X of the Y Institute asserts that..." or "The Z Journal reports that..."