**Persuasive Speaking**

Can you name these people? What do they have in common?

**What is the purpose of persuasive speaking?**

* To **position the audience** to accept the point of view presented

How?

* Appealing to the emotions of the audience
* Making the issue presented personal
* Using language so powerful that the audiences has no choice but to move to action

**Responsibility of the Persuasive Speaker**

1. To say something *worth* hearing (sound information).
2. To say something that *can* be heard (clear organization).
3. To say something that *will* be heard (audience engagement).
4. To answer all the audience's reasonable doubts & objections.

**Persuasive Techniques**

1. Repetition: This technique is used to emphasise a point strongly to the reader.
2. Inclusive Language: Inclusive language is used to encourage the reader to feel that they are on the same side as the writer.

**Martin Luther King – I Have a Dream**

**Vocabulary**

* Oligarchy: A form of power structure in which power effectively rests with a small number of people
* Aristocracy: A form of government in which a few elite citizens rule
* Hardihood: Boldness, daring, audacity

**Affect vs Effect**

* Affect – influence, shape, emotions
* Effect – result, achieve, produce

**Persuasive Techniques**

1. Emotive Language (Affect): This type of language is designed to have a strong effect on readers and to see something in a positive or negative light. (ex. ‘These young graffiti artists’ is positive, while ‘These young vandals’ is negative.)

**Affect: Emotive Language**

**Positive**

* Those young **graffiti artists**
* **Hard working** poachers
* **Loving** family
* The elephant is a **beautiful and joyous** animal

**Negative**

* Those young **vandals**
* **Good-for-nothing** poachers
* **Overbearing** family

**Persuasive Techniques:**

1. Modality: This technique effects the ‘degree of certainty’ a piece of writing has. A persuasive speech using high modality is more likely to convince the audience and to alleviate doubt. (ex. Should, would, could, need, must.)

**Positioning the Audience**

-Persuasive texts use **persuasive techniques** in order to position their audiences to accept the point-of-view, opinion or argument presented.

-You want your audience to agree with your way of thinking

**Writing Task:**

Using the persuasive techniques we have looked at so far, write at least one persuasive paragraph about:

- Mobile Phones in schools

Your audience: Your peer group

**Persuasive Techniques**

1. Rhetorical Questions: Rhetorical questions do not require an answer. They invite a reader to agree with the argument put forward. (ex. Should we allow such violent actions on the football field?) Using a rhetorical question is a good way to start a persuasive speech!

**Hot Potato: Rhetorical Questions**

* Mobile phones in schools
* Keeping the environment clean
* Speeding
* Animals should be treated with respect
* Relying to technology too much

**Persuasive Techniques**

1. Experts: Experts are used to add greater weight or authority to an argument. (ex. Professor Jones, a psychiatrist at Garden Children’s Hospital believes…)
2. Statistics: Statistics are used to make an argument or point of view seem more scientifically based or more difficult to argue with. (ex. Ninety percent of those interviewed…)

**Lead them on…**

Expert Leads:

-Experts say…

Statistic Leads:

-Statistics show…

**Kevin Rudd – ‘Sorry’**

-Listen to the speech

-Identify and highlight (using different colours) the persuasive techniques within the speech.

-As a group, answer the questions:

1. What is the purpose of this speech?
2. Who is the audience for this speech? How can you tell? (hint: think about the language choices and the context of the speech)
3. Which persuasive techniques were used? Provide examples.
4. How do the persuasive techniques used position the audience to respond to the topic of this speech?
5. Using your knowledge of persuasive speaking, **explain** why this persuasive speech is effective.

-Pick three examples of one persuasive technique from the speech. (ex. Three examples of repetition).

-If you remove the use of that technique, what effect does it have on the speech?