

## Persuasive speech

### What is a persuasive speech?

The main purpose of a persuasive speech is to convince an audience of a particular point of view. These speeches can take a number of forms including advertisements and interviews. When writing a speech it is important to remember that it is meant to be heard. This means that we must consider how it will sound when delivered. Here are some things to consider when composing a persuasive speech:

### Voice

In persuasive speeches we refer to the 'voice' as the 'persona' or character which we adopt. Personas can help establish credibility and help make a connection with your audience. It is important to think about this early on when planning for your writing as the persona you choose will influence the language choices which you make.

Tone is also an important element of persuasive speeches. Tone is the author's attitude or opinion towards a topic. This is usually conveyed through the choice of words and details which an author uses. This can also be used as a persuasive device and to appeal to the audience.

### Language & Grammar

Persuasive speeches are usually told in first person (using, my, I, we, our, us) to help establish the speaker's authority and connection to the audience. This can also be used to include personal anecdotes to further persuade the listener. As stated above language considerations can be based on your choice of persona and audience. For example in the issue of stem cell research a doctor might use more formal and technical language as opposed to a person with a spinal cord injury. Your choice of audience and persona will also help to decide whether formal or informal language is required.

Persuasive devices are also an integral part of how you convince and position your audience. Whilst it is important to vary the devices you use, it is also important to consider the needs of your audience and what will appeal to them as well as the sort of devices your author may use. For example the doctor involved in stem cell research may draw on more facts, statistics and expert opinion when addressing a group of colleagues. This same doctor might use more emotive language and appeals when addressing patients and families dealing with spinal cord injuries.

### Structure and Organisation

Introduction	<ul style="list-style-type: none"><li>• This can include a greeting to the audience and an introduction of the persona</li><li>• Has a clear statement of contention</li></ul>
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	<ul style="list-style-type: none"> <li>• Outlines broadly some of the points which will be explored and sets the direction and tone of the piece</li> <li>• Provides key contextualising and background information on the topic or issue</li> <li>• Provides some sort of hook to draw the reader in</li> </ul>
Body paragraphs	<ul style="list-style-type: none"> <li>• These paragraphs support, build on and expand arguments which supports the main contention</li> <li>• Has a single idea per paragraph</li> <li>• Provides examples, evidence and devices which help position the audience to accept and agree with the argument put forward</li> </ul>
Rebuttal paragraph	<ul style="list-style-type: none"> <li>• Doesn't have to be included in the piece</li> <li>• It is a paragraph which is usually after the main body paragraphs outlining your position on the issue</li> <li>• It takes the most significant or important argument from the opposing point of view and refutes it</li> <li>• Can provide a valuable link back to the main contention</li> </ul>
Conclusion	<ul style="list-style-type: none"> <li>• Sums up the main points and arguments made in the speech</li> <li>• Restates the contention</li> <li>• Finishes with a strong idea or point made to leave a lasting impact on the audience and convince of your perspective. This could be in the form of a quote or a call to action.</li> </ul>

### Verbal delivery

When presenting and delivering an oral persuasive speech there are many other things which need to be taken into consideration.

- **Body language:** This is how you physically present the speech. It includes hand gestures, posture, eye-contact, facial expression and your movement across the stage. All of these effect how the audience perceives and responds to the delivery of your arguments.
- **Pitch and volume:** These are important so that you have variation in your delivery and don't just present your speech in a monotone voice and have highs and lows throughout. Volume can be also be used to build to a crescendo or add emphasis or drama to a particular point.
- **Tone:** This is linked to pitch and is all about the nuances of language. Ensuring that you get the right inflection or pronunciation of a word to convey your position.
- **Pauses and pace:** This can be used to build up a point or emphasise a particular word phrase or section of text. Extra pauses can be used before and after a particular word to add extra emphasis. This also helps to engage your audience and help with the flow and fluency of the presentation.
- **Articulation and pronunciation:** It is important that you clearly enunciate and articulate your words so that your audience clearly understandings your points.

*Exemplar Years 7 – 9*

*Exemplar Years 10 – 12 (traditional)*

*Exemplar Years 10 – 12 (abstract)*