

A persuasive speech:

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Three types of questions used in persuasion.

1. Question of fact -- _____
Ex. _____
2. Question of belief -- _____
Ex. _____
3. Question of policy -- _____
Ex. _____

A good persuasive topic is one that:

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The thesis statement will be the basis for your speech and should state any of:

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The three persuasive techniques:

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Applying Logical Reasoning--building an argument based on reasons supported by evidence. (Logos)

A reason: _____

Evidence: _____

To find reasons to support your thesis, look at _____

Testimonials: _____

Effective persuasive speech should have at least _____ pieces of evidence for each reason.

Fact: _____

Expert opinion: _____

Developing Emotional Appeals--statements that arouse strong feelings in an audience (Pathos)

In this speech, you want your audience to _____

You develop emotional appeal by:

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Citing specifics means: _____

Using descriptive language means: _____

Using personal references can help because: _____

Establishing Your Credibility--successfully making your audience believe and trust you

Credibility: _____

Competence: _____

To establish competence, you must: _____

Sincerity: _____

You show sincerity by: _____

Dynamism: _____

Dynamic speaking is expressed by: _____

Ethical standards--_____

It is unethical for public speakers:

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The difference between persuasion and manipulation is _____

Manipulation is based on: _____

Adapting to your audience

Audiences can be classified as:

- _____, which means they _____
- _____, which means they _____
- _____, which means they _____
- _____, which means they _____

Deductive Approach: **Begin with a thesis and then present reasons to support it**

Three types of approaches and **how they work**:

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Inductive Approach: **Begin with your reasons and lead up to your thesis:**

Three types of approaches and **how they work**:

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