Perception/Persuasive Speech

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Attention-getter: (rhetorical question, anecdote, shocking statistic, fact or quote)
Persuasive Intent/Preview (what is the main rhetorical purpose)

1. Choose or create a topic of controversy within society today irrespective of stance or rhetorical slant. Locate something important, mundane, overlooked, you have knowledge of, your interested in, relevant, absurd. (Selection/topic)

2. Locate and research as many sides, angles, perspectives, viewpoints or consequences of the controversy. (Organization/Intent)

3. Choose a side and create a level of advocacy that will clearly display your rhetorical intent based on a fact, value or policy. (Interpretation/Effectiveness)
   a. Main Point #1
      i. Example, evidence
   b. Main Point #2
   c. Main Point #3

Body/bulk of argument: Supporting material and rational, transitions, repetition

Toulmin Model:
Claim-assertion
Grounds-evidence
Warrant-justifies the relevance of the grounds
Qualifier-limits the scope of the claim
Rebuttal-anticipates any reservations the listeners might have

Motivated Sequence Pattern:
Attention-focuses audience on your subject/topic and persuasive intent
Need-present the problem that exists
Satisfaction-recommendation of a solution
Visualization-imagines the result that would follow from the proposed solution
Action-calls on listeners to take action

Problem/Solution: What problem/need is being satisfied/addressed through your persuasive speech and how do the main points and intent attend to this issue.

Ethos-Credibility
Pathos-emotional appeals
Logos-logic/reasoning
Mythos-societal beliefs
Kairos-timing

Inductive reasoning-ends with claim (therefore)
Deductive reasoning-starts with claim (because)
Conclusion: restate intent and what you want audience to leave with, further action, final thought, repetition

Sources