



Wolverhampton Speakers Club

Section C Exercise 16 – Persuasive Speaking

The speaker will deliver a speech with the intention of persuading the audience to a particular point of view or to take a particular action, success being measured by the audience’s reaction.

For This Exercise

<ul style="list-style-type: none"> • Suitable subject for the Exercise? • Knew the status quo? • Support or change the status quo? • Straw polls at beginning and end? • Appropriate speech structure? • Appropriate evidence? • Appropriate vocabulary? • Appropriate delivery? • Avoided common traps: 	<ul style="list-style-type: none"> ○ Fallacies? ○ Either/Or? ○ Begging the question? ○ Popular support? • Logical appeals? • Appeals to emotion? • Call to action? • Any change in audience views?
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General Techniques

Construction <ul style="list-style-type: none"> • Easy to follow? • Clear Beginning/Middle/End structure? • Does speech need signposting Y/N? • If so, is there clear signposting? • Powerful opening? • Powerful ending? 	Voice <ul style="list-style-type: none"> • Clarity? • Pronunciation? • Varied pitch and volume? • Varied pace? • Correct use of pauses? • Not tailing off?
Notes <ul style="list-style-type: none"> • Were notes used? • Did the speaker read the notes? • Were the notes obtrusive or distracting? • Pause to scan notes? • First sentence memorised? • Last sentence memorised? 	General <ul style="list-style-type: none"> • Suitable subject? • Stance? • Gestures? • Mannerisms? • Use of language? • Audience rapport?

Techniques From Previous Exercises

<ul style="list-style-type: none"> • Speech Construction 	<ul style="list-style-type: none"> • Use of Notes
<ul style="list-style-type: none"> • Using Your Voice 	<ul style="list-style-type: none"> • Word Painting
<ul style="list-style-type: none"> • Speaking With Your Body 	

Possible Recommendations

<ul style="list-style-type: none"> • Move on to next Exercise • Repeat Exercise with same speech • Repeat Exercise with a new speech
