

Communication Week 2: Persuasive Speaking

Persuasion is a way of writing or speaking that tries to change people's minds towards something.

There are a number of techniques we can use to enhance the quality of our written and spoken persuasion.

Here is an example of a persuasive speech. What features can you spot which make you more likely to agree with the speaker?

<https://www.youtube.com/watch?v=cVxXUFIVUEI>

Here are some of the many persuasive features you can use in your work:

- **Big Names:** Mention experts and important people to support the argument
- **Facts and Figures:** Use logic, numbers, or facts to support the argument
- **Emotions:** Appeal to the audience's emotions
- **Urgency:** Try to build a sense of urgency for the cause
- **Language use:** wordplay, alliteration, play on words, rhyme all make your persuasion more interesting to listen to
- **Rhetorical questions:** Make the audience feel involved, as if they agree
- **Exaggeration:** Overstating your points can make them feel more convincing
- **Repetition:** Saying things more than once, especially in threes, helps them to stick with the audience

Which of these have you used before? Which ones are most effective and why? What other persuasive techniques can you think of?

Our task:

Young Leaders were tasked with planning and write a persuasive speech on a topic of their choosing. Suggested topics could include:

- Is it ethical to eat meat?
- Should the school day start later?
- Do schools teach the skills needed to succeed in life?
- Should photo-shopped images be made illegal?
- Should technology become the main way students learn?
- Should reality TV be banned?
- Should voting be compulsory?
- Should footballers be able to make more money than doctors?

The talk needed to:

- Last around 90 seconds (juniors) or 2 minutes (intermediates and seniors)
- Use as many persuasive techniques as possible
- Include an introduction with a hook to grab attention, main points and a convincing conclusion