



PUBLIC SPEAKING HANDBOOK



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فن بیان در سخنرانی چیست؟

فن بیان در سخنرانی به معنا و مفهوم مجموعه ای از مهارت های کلامی و قواعد و تکنیک هایی است که در هنگام صحبت کردن از آنها استفاده می کنیم تا بتوانیم بیان عالی و گیرایی داشته باشیم که مخاطب خود را جذب کنیم. برفی از این تکنیک ها شامل: استفاده از کلمات معنادار و پرکاربرد، تأکیدها، تخییر تن صدا در هنگام ادا کردن جملات و کلمات و عدم یکنواختی آن، متناسب بودن سرعت در صحبت کردن، سکوت ها و درنگ ها و همچنین داشتن صدایی رسا و فوب برای ادا کردن آنها.

فن بیان و سخنوری:

به دو دلیل توانایی و مهارت فن بیان در سخنرانی در ما پایین می آید:

- بازدارنده های درونی
- کامل نبودن دایره ی لغت در ذهنمان

انسان هایی که از کودکی در خانواده هایی متولد و بزرگ شده اند که در آن خانواده بیان احساسات بین اعضای آن رد و بدل نمی شده و افراد آن خانواده به سفتی و با ندانستن مهارت ارتباط موثر با یکدیگر ارتباط برقرار می کردند، این کودکان در بزرگسالی نیز مشکلات بین فردی خواهند داشت. آنها طریقه ی ابراز احساسات را ندیده اند، یاد نگرفته اند و بلد نیستند و به شدت احساساتشان را کنترل و سرکوب می کنند. برای رفع این مشکل باید فرد مهارت ابراز و بازگویی احساسات درونی اش را در مد معمول و در مد نیازش بیاموزد. بیان احساسات به جنسیت ارتباطی ندارد، بلکه چه زن، چه مرد، در صورت بروز احساساتشان نشان می دهند که از سلامت روانی برخوردار هستند و احساساتشان را سرکوب نمی کنند. همه ی افراد به دور خود مصاری به نام مریم شفصی ساخته اند. ضفامت این دیوار در انسان های مختلف متفاوت است. در بعضی از افراد این دیوار بسیار نازک و در بعضی ضفیم است. افرادی که دیوار مریم شفصی شان نازک است، راز های زیادی از زندگی شفصی خودشان را برای بقیه بازگو می کنند. این افراد به راحتی و بدون هیچ مشکلی احساساتشان را ابراز می کنند و هیچگونه محدودیتی برای کنترل آنها در درونشان ندارند. اما افرادی که دیوار مریم شفصی شان ضفیم است در برقراری ارتباط با دیگر افراد و ابراز احساسات شان با مشکل روبرو میشوند. پس آموختن هنر فن بیان برای این افراد کاملاً ضروری است.

نکاتی در مورد هنر فن بیان در سخنرانی:

۱. بعد از نوشتن متن سخنرانی خود سعی کنیم تا آنجا که امکان دارد آن را خلاصه کنیم تا برای بیان نکات مهم و ضروری فرصت کم نیابیم.

2. در مورد موضوع مورد بحثمان، به طور منسجم و پیوسته سخنرانی کنیم و تمام نکات آن را مرحله به مرحله بازگو کنیم.
۳. با مخاطبان پرسش و پاسخ انجام دهیم. از آنها سوال کنیم و بخواهیم که همگی آنها در بحث سخنرانی شرکت کنند و فقط فودمان صحبت نکنیم و متکلم ومده نباشیم.
۴. چند داستان جالب، جذاب و آموزنده مرتبط با موضوع سخنرانی بگوییم تا مخاطبان با اشتیاق و علاقه بیشتری به سخنرانی ما گوش دهند و درک موضوع برای آنها آسانتر شود.
۵. متن ما نباید دشوار و پیچیده باشد. چون این پیچیدگی و استفاده از کلمات قصار مخاطبان را سردرگم می کند و از جلسه فراری می دهد.
6. آهنگ و تن صدای فود را در طول سخنرانی تغییر دهیم و با تن صدای یکنواخت سخنرانی نکنیم. مثلا برای تاکید بر روی مطلبی مهم تن صدای فود را بلندتر کنیم.
7. یاد بگیریم در طول سخنرانی لبفند بزنییم. این لبفند هم چهره ی ما را زیباتر می کند، هم نشان از رضایت ما از مضمون در جلسه ی سخنرانی است.
۸. تمرین کنیم که جمله های فود را با افت و فیز متفاوت بیان کنیم تا تاثیرگذاری آن بالا برود.
۹. قبل از بیان نکات مهم و ضروری، از سکوت استفاده کنیم.

راههای تقویت فن بیان

چگونه با اعتماد به نفس صحبت کنیم؟

۱- با اطمینان نظرات فود را بیان کنید.

قبل از اینکه صحبت کنید باید به نظری که ابراز می کنید اعتقاد داشته و نسبت به آن مطمئن باشید. چه این نظر این باشد که آلبوم سوم امسان فواجه امیری بهترین آلبوم اوست چه نظر شما این باشد که مساله گرمایش جهانی مهم تر از مساله جنگ است. البته منظور این نیست که عقیده فود را به گونه ای بیان کنید که فودرای یا حق به جانب به نظر برسید. در عوض باید تایید آن را به عهده دیگران بگذارید. دقت کنید که نظر فود را چگونه بیان می کنید. مثلا اگر جمله فود را با این عبارات: "من فکر می کنم که..." یا "به نظر من..." شروع کنید از قدرت نظر فود می گاهید. پس فقط نظر فود را بیان کنید بدون اینکه عبارات قبل را در ابتدای جملات فود بیاورید.

۲- تماس چشمی برقرار کنید.

تماس چشمی قبل از هر چیز نشان از ادب ما و احترام به دیگران است. همچنین تماس چشمی باعث می شود که دیگران با دقت بیشتری به حرف های شما گوش دهند. اگر در یک جمع صحبت می کنید از میان

جمعیت چند چهره دوستانه پیدا کرده و روی آن‌ها تمرکز کنید. به این ترتیب اعتماد به نفس شما افزایش یافته و مرف‌های خود را واضح‌تر بیان می‌کنید. اگر به پایین نگاه کنید با اعتماد به نفس به نظر نمی‌رسید. و اگر موقع صحبت کردن به اطراف نگاه کنید، ممکن است بقیه به این فکر کنند که مواستان پرت شده و دنبال انجام یک کار بهتر هستید. پس:

– تا می‌توانید به چشم افرادی نگاه کنید که برای آن‌ها صحبت می‌کنید.

– اگر از میان جمع کسی را دیدید که مواستش پرت شده یا گیج به نظر می‌رسد، ممکن است فکر کنید که مرف‌های خود را به (روشنی بیان نمی‌کنید. با این حال نباید بگذارید گنجی یک نفر مواست شما را از بقیه پرت کند.

– وقتی برای جمعیت فیلی زیادی صحبت می‌کنید، برقرار کردن ارتباط پیشمی مشکل است. در این مواقع روی تعداد کمی از افراد تمرکز کنید.

۳- هر روز خود را تمسین کنید.

این کار کمک می‌کند که اعتماد به نفس شما ارتقا پیدا کند. به یاد داشته باشید که برای اینکه خود را تمسین کنید نیازی نیست متما یک شفص کامل و بی‌نقص باشید. به آینه نگاه کرده و مذاقل سه چیز عالی در مورد خودتان به خودتان بگویید. یا لیستی از بهترین ویژگی‌های خودتان تهیه کنید. اگر نمی‌توانید مواردی را پیدا کنید که به خاطر آن‌ها خودتان را تمسین کنید بهتر است روی اعتماد به نفس خود بیشتر کار کنید. می‌توانید روی کارهایی تمرکز کنید که در آن‌ها خوب عمل می‌کنید. زمان خود را با افرادی بگذرانید که به شما اهمیت می‌دهند و باعث می‌شوند که مس فوبی نسبت به خودتان پیدا کنید.

۴- مخاطبان خود را بفندانید.

سعی کنید در میان صحبت‌های خود جوک تعریف کنید. اگر جمع و فرهنگ اجازه می‌دهد می‌توانید در ابتدای صحبت خود لطیفه تعریف کنید. جوک گفتن در ابتدای صحبت مانند گرم کردن قبل از ورزش عمل می‌کند. با فنداندن مخاطبان، خود را قابل دسترس و دوستانه جلوه می‌دهید. به این ترتیب مخاطباتان با شما احساس راحتی کرده و به مرف‌های شما گوش می‌کنند.

۵- نظر خود را با علامت سوال بیان نکنید.

مردم زمانی سوال می‌پرسند که چیزی را نمی‌دانند یا به دنبال تایید هستند. با اینکه هیچکدام از این دو به خودی خود بد نیستند، سوال پرسیدن باعث می‌شود آسیب‌پذیر به نظر برسید. برای بیان نظرات خود جملات خود را به صورت فبری ادا کنید.

۶- آرام و شمرده صحبت کنید.

تند مرف زدن باعث می‌شود آماتور یا نگران به نظر برسید. همچنین کند صحبت کردن هم باعث می‌شود شنوندگان شما فسته شوند. سعی کنید با سرعت ۱۹۰ کلمه در دقیقه صحبت کنید. با این سرعت مثل این است که با شنوندگان خود در حال مکالمه سر میز شام هستید.

۷- به زبان بدن خود توجه کنید.

برای داشتن فن بیان فقط از صدای خود استفاده نکنید. اهمیت زبان بدن شما درست به اندازه کلماتی است که از دهان شما بیرون می‌آید. وقتی حرکات و ژست‌های شما متفاوت باشد صمیمی‌تر به نظر می‌رسید. وقتی صحبت می‌کنید با موی یا لباس خود بازی نکنید. از این حرکات عدم اعتماد به نفس برداشت می‌شود. برای اینکه به مخاطبان خود این مس را القا کنید که دارای دانش کافی درباره موضوع هستید.

۸- از به کار بردن عبارت بی معنا یا تکراری خودداری کنید.

استفاده از عباراتی مثل: "این نظر من بود"، "..... منظره این بود که"، "فب" و ... به غیر از اینکه هیچ اطلاعات مفیدی به مرف‌های شما اضافه نمی‌کند، شما را نگران نشان می‌دهد.

۹- لبفند بزنید.

لبفند زدن نه تنها صدای شما را فوشایندتر می‌کند بلکه با خود اعتماد به نفس به همراه می‌آورد. لبفند زدن همچنین شما را دوستانه نشان می‌دهد.

۱۰- بلند صحبت نکنید.

برخی اوقات مرف زدن با اعتماد به نفس با بلند مرف زدن اشتباه گرفته می‌شود. با اینکه باید بلندی صدا به گونه‌ای باشد که مخاطبان به فوبی مرف‌های شما را بشنوند اما تن و ریتم صدای شما مهم‌تر هستند.

۱۱- موقع مکالمه مرف‌های خود را ضبط کنید.

با گوش کردن به صدای خود، بهتر می‌توانید نقاط ضعف خود را یافته و آن‌ها را بهبود بخشید. مثلاً می‌توانید بفهمید کجاها فیل سکت کرده‌اید یا کجاها از "مممممممم..." و "....." استفاده کرده‌اید. می‌توانید با موبایل خود صدایتان را ضبط کنید. می‌توانید صدای مکالمات تلفنی خود را نیز ضبط کنید. با یک اپلیکیشن که صدای مکالمات تلفنی را به صورت خودکار ضبط می‌کند به راحتی می‌توانید این کار را انجام دهید.

۱۲- تمرین کنید.

What Are the Different Types of Public Speaking?

Public speaking is the art of using words to share information with an audience. It includes speaking to audiences of any size, from a handful of seminar participants to millions of people watching on television. Mastering public speaking requires first differentiating between four of the primary types of public speaking: ceremonial, demonstrative, informative and persuasive.

Informative Speaking

With informative speaking, the speaker is trying simply to explain a concept to the audience members. College lecture courses involve informative speaking as do industry conferences and public officials sharing vital information. In this type of speaking, the information is what is important. The speaker is not trying to get others to agree with him or to show them how to do something for themselves. Rather he is disseminating vital information.

Persuasive Speaking

Persuasive speaking tends to be the most glitzy. Politicians, lawyers and clergy members use persuasive speaking. This type of speaking requires practicing voice inflections and nuances of language that will convince the audience members of a certain viewpoint. The persuasive speaker has a stake in the outcome of the speech. Politicians, for instance, may want votes or a groundswell of support for a pet project, while lawyers are trying to convince a jury of their position -- and clergy members are trying to win others over to their faith. The persuasive speaker uses emotional appeals and strong language in speeches.

Introduction to Informative Speaking

Defining an Informative Speech

An informative speech is one that one that intends to educate the audience on a particular topic.

Learning Objectives

Define an informative speech

Key Points

- This type of speech uses descriptions, demonstrations, vivid detail, and definitions to explain a subject, person, or place the audience wants to understand.
- An informative speech makes a complex topic easy to understand or offers a different point of view.
- Unlike persuasive speeches, an informative speech relies less on pathos and more on communicating information.

Key Terms

- **Informative:** Providing knowledge, especially useful or interesting information.
- **Definition:** A statement expressing the essential nature of something; formulation.

An informative speech is one that intends to educate the audience on a particular topic. There are many different types of informative speeches, including speeches that describe the conditions of a subject and speeches that instruct the audience on how to perform an action.

Purpose of the Speech: An informative speech is one that aims to inform the audience about a given topic.

The main goal of an informative speech is to provide enlightenment regarding a specific topic the audience knows nothing about. It may demonstrate how to use a new type of software, explain a new concept in the field of science, describe an expedition an archaeologist took, or provide details about a person of interest that the audience wants to learn more about.

The topics covered in an informative speech should help the audience to understand a subject better and to remember what they learned later. The goal of this type of speech isn't to sway the audience to the speaker's point of view. Instead, the details need to be laid before the audience so that they can make an educated decision or learn about a subject they are interested in.

Transferring Information: In an informative speech, how the information is presented will determine how the audience receives it.

However, it is important for the speaker to think about how this information will be presented. An informative speech should rely less on pathos, which is an appeal to the emotions of the audience and an important component of persuasive speeches. Instead, an informative speech might rely on visual aids, for example, in order to give the

audience a visual representation of important information contained in the speech. Providing the information in multiple forms during the speech increases the likelihood that the audience will retain the information included in the speech.

Types of Informative Speeches

The four types of informative speeches are definition, explanatory, descriptive, and demonstrative.

Learning Objectives

List the four types of informative speeches and describe their use

Key Points

- A descriptive speech helps the speaker create an accurate mental picture in the mind of the audience regarding a specific person, place, or thing.
- A demonstrative speech describes how to perform an action.
- An explanatory speech explains the state of a topic.
- A definition speech explains a concept or theory regarding a topic.

Key Terms

- **Definition:** A statement expressing the essential nature of something; formulation.
- **Description:** A sketch or account of anything in words; a portraiture or representation in language; an enumeration of the essential qualities of a thing or species.

An informative speech is one that informs the audience. However, as should be clear, this general definition demonstrates that there are many ways to inform an audience. Therefore, there are several types of informative speeches. The main types of informative speeches include definition, descriptive, explanatory, and demonstrative.

A definition speech explains the meaning, theory, or philosophy of a specific topic that the audience likely does not know much about. The topics may be general, such as a sport, or highly specific, like a particular person. The main goal of this speech is to educate the audience so that they understand the main points regarding this subject.

A demonstration speech explains how to do something. If you have ever sat through a lecture where a teacher explained how to create a bibliography, then you have heard a demonstration speech. Like most informative speeches, a how-to speech will likely use visual examples that show the audience how to move from step to step through a

particular activity. Visualizations help the audience retain what each step looks like, increasing the likelihood that they will retain the overall information of the speech.

Demonstrative Speech: A demonstrative speech creates a mental image in audience members' minds.

An explanatory speech might give a description of the state of a given topic. As an example, consider the types of speeches that are given at industry conferences. The goal of these speeches is for the speaker to inform the audience on a particular part of an industry. Commonly, these will also utilize visualizations that give the audience a visual representation of the particular data or statistics contained in the speech. This is one way to condense highly complex information into an easily retainable package for the audience.

A descriptive speech creates a vivid picture in a person's mind regarding an object, person, animal, or place. An archaeologist who has discovered a new temple in South America or a paleontologist who believes they have found a new dinosaur may use a descriptive speech to inform an interested audience about their recent discoveries.

As all of these types make clear, there are many ways that a given set of information can be communicated in a speech. When deciding what type of informative speech you want to write and deliver, consider what you want the audience to know about your topic.

Subjects of Informative Speeches

Informative speeches can cover many subjects as long as they can be discussed without persuading or altering the perceptions of the audience.

Learning Objectives

Name some examples of subjects of an informative speech

Key Points

- When choosing a subject of an informative speech consider whether you want to **describe, explain, demonstrate** or **educate** the audience about the topic.
- The subject of an informative speech should be one that can be communicated clearly to an audience.
- When choosing a subject for an informative speech, consider what is the **essential information** that an audience should know about that subject.

Key Terms

- **Subject:** A particular area of study.

There are many different subjects that can be used in informative speeches. College lectures about an event in history or a historical figure would be considered informative speeches

Lecture: A lecture is one type of informative speech. It's usually about an important event or figure in history.

Other examples of subjects for an informative speech include an actor or actress, the field of advertising, a classic film the history of Dracula, social networking websites, and what causes volcanoes.

Each of these examples lends itself to multiple types of information. For example, an informative speech about a particular actor or actress would likely focus on providing a description of who the person is and what movies or plays they have been in. Incorporating famous pictures or clips from works is a way of increasing the audience's retention of the information about the particular person.

An informative speech about the causes of a volcano could be considered a how-it-happens speech, which could be similar to a how-to speech. A speech about volcanoes might include a model volcano, describing how the model's functioning is similar to processes in the real world.

More technical subjects, such as the field of advertising, require more technical information and specific data relevant to the industry. Technical subjects especially, but really all informative speeches, benefit from the use of visualizations, such as bar graphs or images. The choice of visual aids depends on what information the speaker wants to inform the audience of. For example, a speech that intends to explore the financial trends of political advertising over ten years would benefit from a bar graph. However, a speech that is informing the audience on how political advertisements have functionally changed over time would benefit from actual examples of ad campaigns.

In order to differentiate an informative speech from other types of speeches, it is important to stick to the basic facts of the subject. No personal biases, unsubstantiated information, or popular opinion should be included when stating the main ideas of the topic. The goal is to educate the audience on the facts, not to provide the speaker's opinion. When crafting an informative speech look at the subject carefully and eliminate any potential statements that have prejudice or might persuade the audience.

Creating an Informative Presentation

Learning Objectives

1. Discuss the parts of an informational presentation.
2. Understand the five parts of any presentation.

An informational presentation is common request in business and industry. It's the verbal and visual equivalent of a written report. Information sharing is part of any business or organization. Informative presentations serve to present specific information for specific audiences for specific goals or functions. The type of presentation is often identified by its primary purpose or function. Informative presentations are often analytical or involve the rational analysis of information. Sometimes they simply "report the facts" with no analysis at all, but still need to communicate the information in a clear and concise format. While a presentation may have conclusions, propositions, or even a call to action, the demonstration of the analysis is the primary function.

A sales report presentation, for example, is not designed to make a sale. It is, however, supposed to report sales to date and may forecast future sales based on previous trends.

An informative presentation does not have to be a formal event, though it can be. It can be generic and nonspecific to the audience or listener, but the more you know about your audience, the better. When you tailor your message to that audience, you zero in on your target and increase your effectiveness. The emphasis is on clear and concise communication, but it may address several key questions:

- Topic: Product or Service?
- Who are you?
- Who is the target market?
- What is the revenue model?
- What are the specifications?
- How was the information gathered?
- How does the unit work?
- How does current information compare to previous information?

Table 1 "Presentation Components and Their Functions" lists the five main parts or components of any presentation (McLean, S., 2003).

Table 1 Presentation Components and Their Functions

Component	Function
Attention Statement	Raise interest and motivate the listener
Introduction	Communicate a point and common ground
Body	Address key points
Conclusion	Summarize key points
Residual Message	Communicate central theme, moral of story, or main point

You will need to address the questions to establish relevance and meet the audience’s needs. The five parts of any speech will serve to help you get organized.

Sample Speech Guidelines

Imagine that you have been assigned to give an informative presentation lasting five to seven minutes. Follow the guidelines in Table 2 “Sample Speech Guidelines” and apply them to your presentation.

Table 2 Sample Speech Guidelines

1. Topic	Choose a product or service that interests you, research it, and report your findings in your speech.
2. Purpose	Your general purpose, of course, is to inform. But you need to formulate a more specific purpose statement that expresses a point you have to make about your topic—what you hope to accomplish in your speech.
3. Audience	Think about what your audience might already know about your topic and what they may not know, and perhaps any attitudes toward or concerns about it. Consider how this may affect the way that you will present your information.
4. Supporting Materials	Using the information gathered in your search for information, determine what is most worthwhile, interesting, and important to include in your speech. Time limits will require that you be selective about what you use. Use visual aids!
5. Organization	<ol style="list-style-type: none"> 1. Write a central idea statement that expresses the message, or point, that you hope to get across to your listeners in the speech. 2. Determine the two to three main points that will be needed to support your central idea. 3. Finally, prepare a complete sentence outline of the body of the speech.

6. Introduction	Develop an opening that will <ol style="list-style-type: none">1. get the attention and interest of your listeners,2. express your central idea or message,3. lead into the body of your speech.
7. Conclusion	The conclusion should review and/or summarize the important ideas in your speech and bring it to a smooth close.
8. Delivery	The speech should be delivered extemporaneously (not reading but speaking), using speaking notes and not reading from the manuscript. Work on maximum eye contact with your listeners. Use any visual aids or handouts that may be helpful.

Informative presentations illustrate, explain, describe, and instruct the audience on topics and processes.

Exercises

1. Write a brief summary of a class or presentation you personally observed recently; include what you learned. Compare with classmates.
2. Search online for an informative speech or presentation that applies to business or industry. Indicate one part or aspect of the presentation that you thought was effective and one you would improve. Provide the link to the presentation in your post or assignment.
3. Pick a product or service and come up with a list of five points that you could address in a two-minute informative speech. Place them in rank order and indicate why.
4. With the points discussed in this chapter in mind, observe someone presenting a speech. What elements of their speech could you use in your speech? What elements would you not want to use? Why? Compare with a classmate.

References

McLean, S. (2003). *The basics of speech communication*. Boston: Allyn & Bacon.

Words/Phrases and Expressions for Informative Speaking:

1. In order to

Usage: “In order to” can be used to introduce an explanation for the purpose of an argument.

Example: “In order to understand X, we need first to understand Y.”

2. In other words

Usage: Use “in other words” when you want to express something in a different way (more simply), to make it easier to understand, or to emphasize or expand on a point.

Example: “Frogs are amphibians. In other words, they live on the land and in the water.”

3. To put it another way

Usage: This phrase is another way of saying “in other words”, and can be used in particularly complex points, when you feel that an alternative way of wording a problem may help the reader achieve a better understanding of its significance.

Example: “Plants rely on photosynthesis. To put it another way, they will die without the sun.”

4. That is to say

Usage: “That is” and “that is to say” can be used to add further detail to your explanation, or to be more precise.

Example: “Whales are mammals. That is to say, they must breathe air.”

5. To that end

Usage: Use “to that end” or “to this end” in a similar way to “in order to” or “so”.

Example: “Zoologists have long sought to understand how animals communicate with each other. To that end, a new study has been launched that looks at elephant sounds and their possible meanings.”

Adding additional information to support a point

Students often make the mistake of using synonyms of “and” each time they want to add further information in support of a point they’re making, or to build an argument. Here are some cleverer ways of doing this.

6. Moreover

Usage: Employ “moreover” at the start of a sentence to add extra information in support of a point you’re making.

Example: “Moreover, the results of a recent piece of research provide compelling evidence in support of...”

7. Furthermore

Usage: This is also generally used at the start of a sentence, to add extra information.

Example: “Furthermore, there is evidence to suggest that...”

8. What’s more

Usage: This is used in the same way as “moreover” and “furthermore”.

Example: “What’s more, this isn’t the only evidence that supports this hypothesis.”

9. Likewise

Usage: Use “likewise” when you want to talk about something that agrees with what you’ve just mentioned.

Example: “Scholar A believes X. Likewise, Scholar B argues compellingly in favour of this point of view.”

10. Similarly

Usage: Use “similarly” in the same way as “likewise”.

Example: “Audiences at the time reacted with shock to Beethoven’s new work, because it was very different to what they were used to. Similarly, we have a tendency to react with surprise to the unfamiliar.”

11. Another key thing to remember

Usage: Use the phrase “another key point to remember” or “another key fact to remember” to introduce additional facts without using the word “also”.

Example: “As a Romantic, Blake was a proponent of a closer relationship between humans and nature. Another key point to remember is that Blake was writing during the Industrial Revolution, which had a major impact on the world around him.”

12. As well as

Usage: Use “as well as” instead of “also” or “and”.

Example: “Scholar A argued that this was due to X, as well as Y.”

13. Not only... but also

Usage: This wording is used to add an extra piece of information, often something that’s in some way more surprising or unexpected than the first piece of information.

Example: “Not only did Edmund Hillary have the honour of being the first to reach the summit of Everest, but he was also appointed Knight Commander of the Order of the British Empire.”

14. Coupled with

Usage: Used when considering two or more arguments at a time.

Example: “Coupled with the literary evidence, the statistics paint a compelling view of...”

15. Firstly, secondly, thirdly...

Usage: This can be used to structure an argument, presenting facts clearly one after the other.

Example: “There are many points in support of this view. Firstly, X. Secondly, Y. And thirdly, Z.”

16. Not to mention/to say nothing of

Usage: “Not to mention” and “to say nothing of” can be used to add extra information with a bit of emphasis.

Example: “The war caused unprecedented suffering to millions of people, not to mention its impact on the country’s economy.”

Words and phrases for demonstrating contrast

When you’re developing an argument, you will often need to present contrasting or opposing opinions or evidence – “it could show this, but it could also show this”, or “X says this, but Y disagrees”. This section covers words you can use instead of the “but” in these examples, to make your writing sound more intelligent and interesting.

17. However

Usage: Use “however” to introduce a point that disagrees with what you’ve just said.

Example: “Scholar A thinks this. However, Scholar B reached a different conclusion.”

18. On the other hand

Usage: Usage of this phrase includes introducing a contrasting interpretation of the same piece of evidence, a different piece of evidence that suggests something else, or an opposing opinion.

Example: “The historical evidence appears to suggest a clear-cut situation. On the other hand, the archaeological evidence presents a somewhat less straightforward picture of what happened that day.”

19. Having said that

Usage: Used in a similar manner to “on the other hand” or “but”.

Example: “The historians are unanimous in telling us X, an agreement that suggests that this version of events must be an accurate account. Having said that, the archaeology tells a different story.”

20. By contrast/in comparison

Usage: Use “by contrast” or “in comparison” when you’re comparing and contrasting pieces of evidence.

Example: “Scholar A’s opinion, then, is based on insufficient evidence. By contrast, Scholar B’s opinion seems more plausible.”

21. Then again

Usage: Use this to cast doubt on an assertion.

Example: “Writer A asserts that this was the reason for what happened. Then again, it’s possible that he was being paid to say this.”

22. That said

Usage: This is used in the same way as “then again”.

Example: “The evidence ostensibly appears to point to this conclusion. That said, much of the evidence is unreliable at best.”

23. Yet

Usage: Use this when you want to introduce a contrasting idea.

Example: “Much of scholarship has focused on this evidence. Yet not everyone agrees that this is the most important aspect of the situation.”

Adding a proviso or acknowledging reservations

Sometimes, you may need to acknowledge a shortfalling in a piece of evidence, or add a proviso. Here are some ways of doing so.

24. Despite this

Usage: Use “despite this” or “in spite of this” when you want to outline a point that stands regardless of a shortfalling in the evidence.

Example: “The sample size was small, but the results were important despite this.”

25. With this in mind

Usage: Use this when you want your reader to consider a point in the knowledge of something else.

Example: “We’ve seen that the methods used in the 19th century study did not always live up to the rigorous standards expected in scientific research today, which makes it difficult to draw definite conclusions. With this in mind, let’s look at a more recent study to see how the results compare.”

26. Provided that

Usage: This means “on condition that”. You can also say “providing that” or just “providing” to mean the same thing.

Example: “We may use this as evidence to support our argument, provided that we bear in mind the limitations of the methods used to obtain it.”

27. In view of/in light of

Usage: These phrases are used when something has shed light on something else.

Example: “In light of the evidence from the 2013 study, we have a better understanding of...”

28. Nonetheless

Usage: This is similar to “despite this”.

Example: “The study had its limitations, but it was nonetheless groundbreaking for its day.”

29. Nevertheless

Usage: This is the same as “nonetheless”.

Example: “The study was flawed, but it was important nevertheless.”

30. Notwithstanding

Usage: This is another way of saying “nonetheless”.

Example: “Notwithstanding the limitations of the methodology used, it was an important study in the development of how we view the workings of the human mind.”

Giving examples

Good essays always back up points with examples, but it’s going to get boring if you use the expression “for example” every time. Here are a couple of other ways of saying the same thing.

31. For instance

Example: “Some birds migrate to avoid harsher winter climates. Swallows, for instance, leave the UK in early winter and fly south...”

32. To give an illustration

Example: “To give an illustration of what I mean, let’s look at the case of...”

Signifying importance

When you want to demonstrate that a point is particularly important, there are several ways of highlighting it as such.

33. Significantly

Usage: Used to introduce a point that is loaded with meaning that might not be immediately apparent.

Example: “Significantly, Tacitus omits to tell us the kind of gossip prevalent in Suetonius’ accounts of the same period.”

34. Notably

Usage: This can be used to mean “significantly” (as above), and it can also be used interchangeably with “in particular” (the example below demonstrates the first of these ways of using it).

Example: “Actual figures are notably absent from Scholar A’s analysis.”

35. Importantly

Usage: Use “importantly” interchangeably with “significantly”.

Example: “Importantly, Scholar A was being employed by X when he wrote this work, and was presumably therefore under pressure to portray the situation more favorably than he perhaps might otherwise have done.”

Summarizing

You’ve almost made it to the end of the essay, but your work isn’t over yet. You need to end by wrapping up everything you’ve talked about, showing that you’ve considered the arguments on both sides and reached the most likely conclusion. Here are some words and phrases to help you.

36. In conclusion

Usage: Typically used to introduce the concluding paragraph or sentence of an essay, summarising what you’ve discussed in a broad overview.

Example: “In conclusion, the evidence points almost exclusively to Argument A.”

37. Above all

Usage: Used to signify what you believe to be the most significant point, and the main takeaway from the essay.

Example: “Above all, it seems pertinent to remember that...”

38. Persuasive

Usage: This is a useful word to use when summarizing which argument you find most convincing.

Example: “Scholar A’s point – that Constanze Mozart was motivated by financial gain – seems to me to be the most persuasive argument for her actions following Mozart’s death.”

39. Compelling

Usage: Use in the same way as “persuasive” above.

Example: “The most compelling argument is presented by Scholar A.”

40. All things considered

Usage: This means “taking everything into account”. Example: “All things considered, it seems reasonable to assume that...”

Informative Public Speaking Topics

College speech topics to attain indirect clues about themes intended to apply in higher learning presentations by little or less effort on the road to a successful presentation.

1. Award or graduation ceremonies revealed from the backstage.
2. How to become a cheerleader and transcend yourself to indispensability.
3. Chemistry experiments and scientific breakthroughs.
4. Horse racing and betting procedures – compare odds bookmakers.
5. My plans for the future after I have completed this year:
6. How spy sunglasses and airport bodyscans can see through clothes.
7. Diving expeditions to shipwrecks that are buried on the ocean sand floor.
8. Famous painters and paintings from the Golden Century.
9. Favourite movie characters which are voiced by actors.
10. Why meet and greet Asian people politely.
11. Dining etiquette you must know for all occasions.
12. Digital multitrack music recording works to compose top hits.
13. Impress people at first sight – the psychology behind that adagium.
14. What would you do if you should have an unexpected week off?
15. What would you like to know more about.
16. What is your favourite career field, something that make all the difference?
17. Clothing styles and name brands for prom nights.
18. Famous fashion or sports apparel designers – as seen on tennis tv shows.
19. Your worst campus activities in the days your are off.
20. Mountain biking is fun and earth-friendly they say, it is risky too.
21. How I earn money with ... (fill in a not ordinary student job)

22. Enhance campus life in dorm rooms by nice pranks.
23. Fashion trends this spring and summer, autumn and winter.
24. Secrets of the Bermuda Triangle revealed.
25. The hip-hop lifestyle is a no-life style.
26. Dangers of a cyber relationship on shady late night moments.
27. Start your own internet broadcast program in three steps.
28. How to impress people at first sight.
29. Ways to enhance campus life.
30. The causes of the American civil war.
31. How i prepared my trip to Europe.
32. The Seven Wonders of the Ancient World.
33. The Wonders of the Medieval World.
34. The Natural Wonders of the World.
35. The Wonders of the Modern Word.
36. The Vikings Boats – The fighting fleet of prehistoric Scandinavia.
37. The Samurai Warriors – Story of the Japanese military nobility.
38. Bermuda Triangle – The haunted southeastern Atlantic coast area.
39. Harry Houdini – The Great Illusionist and Magician.
40. The most famous cities of the Maya culture.
41. What are bar and bat Mitzvah.
42. The travels of Marco Polo.
43. What is an ISBN number and how it works.
44. What is an eclipse.
45. The secrets of crop circles.
46. Yoga for beginners.
47. 5 dangers of cyber relationships.
48. The world’s time zones.
49. How photosynthesis works in plants.
50. Special tricks to remain focused during lectures.
51. Sanction for students that are caught cheating around the world.
52. Summer jobs for students.
53. How our graduate system compares to other countries.
54. Check list for leadership of student council members
55. Graduation party ideas to impress your guests.
56. How EFL teachers can use the internet as a classroom aid.
57. Should teachers and students be friends on social networks?
58. Why is our education system only based on theory and not practical knowledge?
59. Should students be permitted to eat during classes?
60. The importance of formal education for building a successful career.
61. The pros and cons of teaching students three languages in school.
62. What materials work best in a sandbag for blocking floodwaters?
63. Hypnosis: its misconceptions and common uses.
64. Learning disabilities and their effects on learning in college.
65. Are test scores a good indication of a school’s competency?

66. Effective Methods Of Communication
67. Proper Email Etiquette
68. How To Get The Best Grades While In College
69. Best Online Jobs For All College Students
70. Simple Ways For New University Students To Earn Some Cash
71. How To Look For The Most Suitable Jobs In Your Field
72. How To Excel In Co-Curricular Activities While In College
73. Importance Of Using Academic Writing Services
74. Simple Methods Of Managing Your Limited Student Budget
75. How To Study For End Of Semester Examinations
76. How To Write An Exciting Book
77. Is Polygamous The Solution To Single Parenthood?
78. Positive And Negative Consequences Of Same-Sex Marriages
79. Is Abortion Pro-Choice Or Pro-Life
80. Why Is The Death Sentence Considered As Inhumane?
81. When Will We See An End To Racism?
82. Should We Abolish Capital Punishment?
83. Effects Of Woman Liberation In The United States
84. The Importance Of Establishing A Secure Gender Equality System
85. Is War The Only Answer To International Conflict?
86. Is Single Parenting Proving To Be Effective In Raising Children?
87. Human Resource Planning In College
88. Why Is It Rude To Judge People According To Their Appearance
89. How Do Indigenous People Live?
90. Telling Someone That He Or She Is Annoying Without Offending Their Feelings
91. How is The Society Affected by Human Behavior?
92. Do Left-Handed People Have An Advantage Over Others?
93. The Consequences Of Racism And Discrimination
94. Do Athletes And Actors Earn A Lot Of Money?
95. Are Dogs Indeed Man's Best Friend?
96. The Importance Of Teamwork
97. Why Should We Look Forward to a Bright Future for Our Nation?
98. Daily Duties Of A Police Officer
99. Should Adopted Children Have The Chance Of Seeing Their Biological Parents
100. Single Parenting And How It Affects College Students
101. How To Punish Negligent Parents
102. Growth Of The Foster Care System In The Country
103. The Effects Of Divorce On Young Children
104. When Do Most Babies Begin Talking?
105. Parent-Child Relationships And Their Importance
106. Are Love And Tolerance The Same?
107. Is It Sometimes Better To Lie Instead Of Telling The Truth?
108. Reducing Domestic Violence Today

PUBLIC SPEAKING HANDBOOK

109. What Causes Families to Separate Nowadays?
110. Tracing The Developments In The Women Liberation Movement
111. Chinese Women And Their Role In Boosting The Country's Culture
112. What's The Culture Of Women Living In Korea
113. Western World Witch Hunts
114. How Does Feminism Affect Men?
115. The Biblical Interpretation Of Feminism
116. How Do Leadership Styles Differ Because Of One's Gender
117. Role Of Women In The Taliban
118. The Challenges Men And Women Face As They Work
119. Best Female Presidents Of The Last Decade
120. Are Mothers Better Parents?
121. Why Should We Keep Educating The Girl-Child?
122. Have We Neglected The Needs Of The Boy-Child?

Sample of an Outline for Informative Speaking

TOPIC: The event that changed my life

SPECIFIC PURPOSE: After listening to my speech,
the audience will know how
my life changed on June 23,1989.

THESIS STATEMENT: There is someone for everyone

TITLE: The Best Day of my Life

INTRODUCTION:

I. **ATTENTION GETTER:** Quotation

II. **PREVIEW OF MAIN POINTS:** Today I am going to state
how my wedding day is the
best day of my life

BODY:

I. **MAIN POINT:** Meeting my wife

A. **MAJOR SUB-POINT:** Blind date

1. **MINOR SUB-POINT:** picture of restaurant

B. **MAJOR SUB-POINT:** Discussion of sports

TRANSITION: Now that I have told you how
I met my wife, I will now
talk about the day I
proposed.

II. **MAIN POINT:** The day I proposed was the
best and worst day of my
life

A. **MAJOR SUB-POINT:** Best day

1. MINOR SUB POINT: interview with wife

B. MAJOR SUB-POINT: Worst day

TRANSITION: Now that I have told you about the events leading up to the wedding, I now want to talk about the wedding.

III. MAIN POINT: The day itself

A. MAJOR SUB-POINT: Weather

1. MINOR SUB POINT: pictures

B. MAJOR SUB-POINT: ceremony

1. MINOR SUB-POINT: ring

CONCLUSION:

I. SUMMARY OF MAIN POINTS: Today I talked about how my wedding day was the best day of my life

II. FINAL REMARKS: So the next time you see the ring on my finger you will know why it is the most important item I own.

Introduction to Persuasive Speaking

Introduction to Persuasive Speaking

Defining a Persuasive Speech

Persuasive speeches aim to convince the audience to believe a certain view.

Learning Objectives

Identify the qualities of a persuasive speech

Key Points

- Persuasive speeches can come in many forms, such as sales pitches, debates, and legal proceedings.
- Persuasive speeches may utilize the three modes of persuasion: ethos, pathos and logos.
- Ethos is the most important appeal in a persuasive speech.
- Factors such as body language, the willingness of the audience, and the environment in which the speech is given, all affect the success of a persuasive speech.
- Audience Analysis is important in a persuasive speech, as the audience will be convinced for their own reasons, not for the speaker's reasons.

Key Terms

- **persuasion:** the process aimed at changing a person's (or a group's) attitude or behavior
- **Logos:** logical appeal to the audience; does the speaker's argument make sense?
- **pathos:** emotional appeal to the audience
- **Audience Analysis:** the speaker's understanding of the audience's knowledge, personal experience, and proximity to a topic
- **ethos:** credibility of the speaker, assigned to them by the audience

Definition

A persuasive speech is a specific type of speech in which the speaker has a goal of convincing the audience to accept his or her point of view. The speech is arranged in such a way as to hopefully cause the audience to accept all or part of the expressed view. Though the overarching goal of a persuasive speech is to convince the audience to accept a perspective, not all audiences can be convinced by a single speech and not all perspectives can persuade the audience. The success of a persuasive speech is often measured by the audience's willingness to consider the speaker's argument.

The Sales Pitch

An example of a persuasive speech is a sales pitch. During a sales pitch, the speaker is trying to convince the audience to buy his or her product or service. If the salesperson is successful, the audience (the person being sold to) will choose to purchase the product or service. However, salespeople understand that just because someone does not make a purchase after the first sales pitch does not mean the pitch failed. Persuasion is often

a process. People may need multiple persuasive pitches and a lot of outside information before they are ready to accept a new view.

Components of a Persuasive Speech

While ethos is an essential part of a persuasive speech, pathos and logos are usually combined to form the best possible argument.

While a speaker can attempt to establish ethos, or credibility, with an audience, it is ultimately assigned to them based on the audience's perception. If the audience does not perceive the speaker as a credible source on the topic about which they are speaking, they will ultimately have a hard time considering the speaker's argument.

The logos in a speech, or logical appeals, are arguments that present a set of information and show why a conclusion must rationally be true. For example, arguments heard in court are logical arguments.

Pathos, emotional appeals, are appeals that seek to make the audience feel a certain way so that they will accept a conclusion. Negative political ads, for example, often incorporate emotional appeals by juxtaposing an opponent with a negative emotion such as fear.

How to Succeed

Using an attention grabbing device is a powerful way to begin a persuasive speech. If you can make your audience laugh, think about a personal experience, or tell an anecdote that produces emotion, they are more likely to listen to the content of your argument. Additionally, keeping a speech within 6-8 minutes makes the audience less likely to let their mind wander away from what you are saying.

The effectiveness of a persuasive speech also depends on factors beyond the words of the speech. The willingness of the audience to accept a new view, the body language of the speaker, and the environment in which the speech is given all can affect the success of a persuasive speech.

A successful speaker will do their best to establish strong ethos with their audience, and combine pathos and logos to form the best possible argument. Audience analysis is an important factor when giving a persuasive speech. For example, if a speaker is trying to convince the audience not to tell their children about Santa Claus, using arguments that relate and resonate with them, such as encouraging them to remember how they felt when they discovered he wasn't real, will be more successful than if the speaker shared a negative personal experience of their own.

The Goals of a Persuasive Speech: Convincing, Actuation, and Stimulation

Persuasive speeches can be designed to convince, incite action, or enhance belief by the audience.

Learning Objectives

Define the three goals of a persuasive speech

Key Takeaways

Key Points

- Convincing speeches aim to get the audience to change their mind to accept the view put forth in the speech.

- Actuation speeches seek to incite a certain action in the audience.
- Stimulation speeches are designed to get an audience to believe more enthusiastically in a view.

Key Terms

- **actuate:** To incite to action; to motivate.
- **stimulation:** An activity causing excitement or pleasure.
- **convince:** To make someone believe, or feel sure about something, especially by using logic, argument or evidence.

The overall goal of a persuasive speech is for the audience to accept your viewpoint as the speaker. However, this is not a nuanced enough definition to capture the actual goals of different persuasive speeches. Persuasive speeches can be designed to convince, actuate, and/or stimulate the audience.

Convincing

A convincing speech is designed to cause the audience to internalize and believe a viewpoint that they did not previously hold. In a sense, a convincing argument changes the audience's mind. For example, suppose you are giving a persuasive speech claiming that Coke is better than Pepsi. Your goal is not just for the audience to hear that you enjoy Coke more, but for Pepsi lovers to change their minds.

Actuation: Political candidates use actuation speeches so that their supporters will cast their votes.

Actuation

An actuation speech has a slightly different goal. An actuation speech is designed to cause the audience to do something, to take some action. This type of speech is particularly useful if the audience already shares some or all of your view. For example, at the end of presidential campaigns, candidates begin to focus on convincing their supporters to actually vote. They are seeking to actuate the action of voting through their speeches.

Stimulation

Persuasive speeches can also be used to enhance how fervently the audience believes in an idea. In this instance, the speaker understands that the audience already believes in the viewpoint, but not to the degree that he or she would like. As a result, the speaker tries to stimulate the audience, making them more enthusiastic about the view. For example, religious services often utilize stimulation. They are not trying to convince those of another religion to switch religions necessarily; there is an understanding that the congregation already accepts part or all of the religion. Instead, they are trying to enhance the degree of belief.

Persuasive vs. Informative Speaking

Informative and persuasive speeches differ in what they want the audience to walk away with: facts or an opinion.

Learning Objectives

Differentiate between informative and persuasive speeches

Key Points

- Informative speeches (or informational speeches) seek to provide facts, statistics, or general evidence. They are primarily concerned with the transmission of knowledge to the audience.
- Persuasive speeches are designed to convince the audience that a certain viewpoint is correct. In doing so, the speaker may utilize information.
- Informative and persuasive speeches are exemplified by academic lectures and sales pitches, respectively.

Key Terms

- **informative:** Providing knowledge, especially useful or interesting information.

Informative (or informational) and persuasive speaking are related, but distinct, types of speeches. The difference between the two lies in the speaker's end goal and what the speaker wants the audience to leave with.

Informative speeches are probably the most prevalent variety of speech. The goal is always to supply information and facts to the audience. This information can come in the form of statistics, facts, or other forms of evidence. Informational speeches do not tell people what to do with the information; their goal is for the audience to have and understand the information. Academic lectures are often informational speeches, because the professor is attempting to present facts so the students can understand them.

Informative Speeches: Journalists, like Walter Cronkite, generally use informative speeches to inform their viewers about news events.

Informational speeches may have a tendency to become overdrawn and boring. Their goal is not to excite the audience members, but rather to provide them with knowledge they did not have before the speech.

Like informational speeches, persuasive speeches use information. However, persuasive speeches are designed for the audience to not only hear and understand the information, but to use it to be convinced of a viewpoint. The end goal of a persuasive speech is not for the audience to have information, but rather for them to have a certain view. Persuasive speeches may use some of the same techniques as informational speeches, but can also use emotions to convince the audience. A sales pitch is one example of a persuasive speech.

A common cry against certain persuasive speeches is that they rely too much on emotion and not enough on facts. A persuasive speech that succeeds in convincing the audience to accept a view but is based on faulty or misleading information is unethical.

The Psychology of Persuasion

Each individual is persuaded by different things over different time-periods, so to be effective each pitch must be customized.

Learning Objectives

Explain the two psychological theories of persuasion

Key Points

- Each person is unique, so there is no single psychological key to persuasion.
- Cialdini proposed six psychological persuasive techniques: reciprocity, commitment and consistency, social proof, authority, liking, and scarcity.
- The Relationship Based Persuasion technique has four steps: survey the situation, confront the five barriers to a successful influence encounter, make the pitch, and secure the commitments.

Key Terms

- **reciprocity**: the responses of individuals to the actions of others
- **social proof**: People tend to do things that they see others are doing.

There is no single key to a successful persuasive speech. Some people take longer than others to be persuaded, and some respond to different persuasion techniques. Therefore, persuasive speakers should be cognizant of audience characteristics to customize the pitch.

Persuasion: A persuasive speech is given with the goal of influencing how the audience thinks about a certain topic.

The psychology of persuasion is best exemplified by two theories that try to explain how people are influenced.

Robert Cialdini, in his book on persuasion, defined six “weapons of influence:”

1. **Reciprocity**: People tend to return a favor. In Cialdini’s conferences, he often uses the example of Ethiopia providing thousands of dollars in humanitarian aid to Mexico just after the 1985 earthquake, despite Ethiopia suffering from a crippling famine and civil war at the time. Ethiopia had been reciprocating for the diplomatic support Mexico provided when Italy invaded Ethiopia in 1937.
2. **Commitment and Consistency**: Once people commit to what they think is right, they are more likely to honor that commitment even if the original motivation is subsequently removed. For example, in car sales, suddenly raising the price at the last moment works because buyers have already decided to buy.
3. **Social Proof**: People will do things they see other people are doing. In one experiment, if one or more person looked up into the sky, bystanders would then look up to see what they could see. This experiment was aborted, as so many people looked up that they stopped traffic.
4. **Authority**: People will tend to obey authority figures, even if they are asked to perform objectionable acts. Cialdini cites incidents like the Milgram experiments in the early 1960s and the My Lai massacre in 1968.
5. **Liking**: People are easily persuaded by other people whom they like. Cialdini cites the marketing of Tupperware, wherein people were more likely to buy from others they liked. Some of the biases favoring more attractive people are discussed, but generally more aesthetically pleasing people tend to use this influence over others.

6. **Scarcity:** Perceived scarcity will generate demand. For example, saying that offers are available for a “limited time only” encourages sales.

The second theory is called Relationship Based Persuasion. It was developed by Richard Shell and Mario Moussa. The overall theory is that persuasion is the art of winning over others. Their four step approach is:

1. Survey your situation: This step includes an analysis of the persuader’s situation, goals and challenges.
2. Confront the five barriers: Five obstacles pose the greatest risks to a successful influence encounter – relationships, credibility, communication mismatches, belief systems, and interest and needs.
3. Make your pitch: People need a solid reason to justify a decision, yet at the same time many decisions are made on basis of intuition. This step also deals with presentation skills.
4. Secure your commitments: In order to safeguard the longtime success of a persuasive decision, it is vital to deal with politics at both the individual and organizational level.

The Ethics of Persuasion

Persuasion is unethical if it is for personal gain at the expense of others, or for personal gain without the knowledge of the audience.

Learning Objectives

Discuss the qualities that assure that persuasion is ethical

Key Points

- Methods such as torture, coercion, and brainwashing are always unethical.
- Ethical persuasion has three components: the exploration of the other person’s viewpoint, the explanation of your viewpoint, and the creation of resolutions.
- Tests such as the TARES test and the Fitzpatrick & Gauthier test are used to determine if a persuasion attempt is ethical.

Key Terms

- **coercion:** Use of physical or moral force to compel a person to do something, or to abstain from doing something, thereby depriving that person of the exercise of free will.

Ethics of Persuasion

Not all persuasion is ethical. Persuasion is widely considered unethical if it is for the purpose of personal gain at the expense of others, or for personal gain without the knowledge of the audience. Furthermore, some methods of persuasion are wholly written off as unethical. For example, coercion, brainwashing, and torture are never considered ethical.

Understanding Ethics: Al Capone, an American gangster in the early 20th century, used coercion as a persuasive technique, which isn’t ethical.

Barring any of the persuasive methods that are easily distinguished as unethical (such as torture), the line between ethical and unethical is less clearly demarcated. Ethical persuasion has a series of common characteristics that are missing in unethical persuasion. Ethical persuasion seeks to achieve the following three goals:

1. Explore the other person's viewpoint
2. Explain your viewpoint
3. Create resolutions

Notably, this approach involves input from the audience and an honest explanation of your viewpoint. If you have questions about the ethics of a persuasive attempt, there are a number of tests that can be done.

Persuasive Words/ Phrases and Expressions:

Phrases to Illustrate a Point:

For instance, for example, specifically, in particular, namely, such as, like

Phrases to Introduce an Example:

For example, thus, as an example, in the instance of, in other words, to illustrate

Phrases to Make Suggestions:

To this end, keeping this in mind, for this purpose, therefore

Phrases to Transition Between Information:

Also, furthermore, additionally, besides that, equally as important, similarly, likewise, as a result, otherwise, however

Phrases to Contrast Points:

On the other hand, nevertheless, despite, in spite of, yet, conversely, instead, by the same token

Phrases for Conclusions and Summarizing:

With this in mind, as a result of, because of this, for this reason, so, due to, since, finally, in short, in conclusion

Other Handy Phrases for Persuasive Speaking:

- I am certain. . .
- I'm sure that you can see that . . .
- What needs to be done/what we need to do. . .
- I ask you to think about . . .
- I am writing in order to . . .
- Nevertheless . . .
- On the other hand . . .
- It has come to my attention that . . .
- If you move forward with . . .
- Obviously. . .
- Surely . . .
- Regardless . . .
- If [] were to happen, then . . .
- This can be fixed by . . .

Persuasive topics:

1. Should boys and girls have separate classrooms?
2. Should schools sell soft drinks and candies to students?
3. Should gym grades impact grade point average?
4. Would it be better if schools with low test scores were closed?
5. A psychological screening should be taken before you are admitted to college.
6. Do you think it should be legal for students to drop out before they turn 18?
7. Should schools have a mandatory life skills class?
8. Should state colleges be free?
9. Should notebook computers replace textbooks?
10. Why we should support education in developing countries.
11. Businesses must not have a say in the education process.
12. College is not meant for everyone.
13. Children are taught to read too late.
14. Ultimately education begins at home.
15. Children do not fear educators.
16. Teachers earn too little.
17. Textbooks are more effective than iPads.
18. Second languages should be compulsory.
19. Homework does not improve grades.
20. Teachers deserve their long holidays.
21. Corporal punishment doesn't adjust behavior.
22. Technology must be used in schools.
23. Students with good attendance records should be rewarded.
24. Teachers must be held accountable for bad results.
25. American schools must have armed guards.
26. Teachers should have to pass a skills test every 5 years.
27. Free college for all students with good academic results.
28. Expel cyberbullies from schools.
29. More importance must be placed on art and music.
30. Allow mobile phones in high schools only.
31. Schools should only offer healthy foods and drinks.
32. Not enough support is given to education in developing countries.
33. Make dropping out of school a criminal offense.
34. Students in public schools work harder.
35. The school year needs to be longer.
36. Teach home economics in all schools.
37. Taking a gap year before starting college is beneficial.
38. Give alternative education the recognition it is due.
39. Quality of adult training is poor.
40. Grades never indicate intelligence.

41. Learning music at a young age positively affects brain development.
42. Teach etiquette in schools.
43. Not enough time is spent reading in schools.
44. Reading will maximize a child's love of learning.
45. Textbooks should be free.
46. There is no place for religion in education.
47. Gardening should be practiced at schools.
48. Sex education isn't taught properly.
49. Schools must embrace social media.
50. Kids learn most from the fun teachers.
51. Face to face learning is superior to online learning.
52. Divide classes into genders.
53. Incorporate cultural events into the school program.
54. Skills test are inaccurate.
55. Lack of sleep limits ability to learn.
56. Reading comic books makes you smarter.
57. TV shows have zero educational value.
58. Google is a threat to libraries.
59. Electronics has robbed children of real mental stimulation.
60. Allow religious dress in schools.
61. The education system is outdated.
62. There is not enough discipline in schools.
63. Old school values are important.
64. Private school education is no advantage at a university.
65. IQ tests are flawed.
66. There is not enough innovation in education.
67. All schools need uniforms.
68. Make discipline part of the grading system.
69. Schools are too business-like.
70. Allow high school students to choose own academics.
71. Pressures of education are ruining childhoods.
72. Bullies should make public apologies at school.
73. Chewing gum helps students concentrate.
74. Math and science should be the main focus in schools.
75. There is a need for practical things to be taught at schools.
76. Competitive situations motivate kids.
77. Montessori schools develop independent thinkers.
78. Moral education is a lost cause.
79. All educators must be trained to do proper first aid.
80. Online encyclopedias are inaccurate.
81. There are too many subjects taught at school.
82. Physical schools will never become obsolete.
83. Make up should not be allowed at schools.
84. The government must stop interfering in how students should be taught.
85. School projects offer no benefits.
86. Students have the right to protest.
87. No child must be forced into sports.
88. Print books are better for learning than ebooks.

89. Cursive writing is outdated.
90. Stranger danger must be highlighted at schools too.
91. Children's books are educational tools.
92. Grades do matter.
93. Technology is responsible for people not knowing how to spell.
94. Stricter background checks must be done when hiring educators.
95. The best schools are in Denmark.
96. Free education will lower poverty rates.
97. Dictionaries should be free.
98. The internet does not make people smarter.
99. Classroom dissections shouldn't be mandatory.
100. Schools for younger kids should have a break just for eating.
101. Too many principals lack vision.
102. Pregnant teens must still get an education.
103. Random locker tests are necessary.
104. Exams should only be for University students.
105. Give out birth control in schools.
106. Education is not a place for affirmative action.
107. Corporal punishment does not help educate.
108. Parental participation influences achievement positively.
109. Leadership skills must be taught from young.
110. Why educated people should volunteer as tutors
111. Do you believe students who fail their classes should repeat the grade?
112. Should minority groups be given priority when applying to colleges?
113. Why Americans should not have to learn a foreign language.
114. If you play a sport should you be required to take gym class?
115. Why you should consider studying computer science.
116. Universities should help students get a job after they graduate.
117. Schools should teach both creationism and evolution.
118. Should classes be based on periods of time or individual work?
119. Do you think companies should be able to advertise in schools?
120. Should students be able to go to the bathroom without asking?
121. Should handwriting be taught in schools?
122. Would it be better if schools started later in the morning?
123. Do you think students should have open campus lunch breaks?
124. Why we should be able to substitute study hall for a proper class.
125. Should students be able to listen to music during classes?
126. Schools should take students abroad.

127. Should teachers be over a certain age?
128. Should the teaching of multiple languages be mandatory?
129. Should schools be more technologically advanced?
130. Music education should be a priority in schools.
131. Should students join Greek life on campus?
132. Financial aid shouldn't be based on income.
133. Should home economics be required in all schools?
134. Should Chinese classes be mandatory for students?
135. Should Spanish classes be mandatory for students?
136. SAT scores should affect college acceptance.
137. Public schools are better than private schools.
138. Should standardized testing be abolished?
139. Studying abroad will benefit your future.
140. Everyone has the right to education.
141. Should students take the PARCC test?
142. The importance of preparing children for kindergarten.
143. Fifth graders should have study hall.
144. We need more financial assistance for students.
145. Don't take education for granted.
146. The school year should be longer.
147. Why anime has educational value.
148. Why college isn't for everyone.
149. Should children have homework?
150. Students have too much work.
151. Take a year off from school.
152. Expand school breakfast programs.
153. Tenure for professors should be protected.
154. Minority scholarships should be increased.
155. Alternative education should be increased.
156. Education in prisons should be increased.
157. Accelerated learning options should be increased.
158. Educational costs should be lowered.
159. Private schools should offer scholarships.
160. School security needs to be improved.
161. State lotteries should fund education.
162. School violence can be prevented.
163. Home schooling can be as high quality as going to school.
164. Adult training programs should be improved.
165. Every person should learn two or more languages.
166. Is the Oxford comma necessary?
167. Does the No Child Left Behind Act of 2001 still work?

168. Do not limit access to education for children of illegal migrant workers.
169. Speaking recognition models can improve reading scores without expensive K-12 student loans for extra tuition vouchers.
170. There should be an effective character education leadership course in our high school curriculum.
171. Everyone should do a special Summer School course every year.
172. There should be more competition into public education.
173. Why poorly performing schools are performing poorly.
174. The perfect student loan plan with low interest rates does not exist.
175. We should introduce an appropriate formal dress code for our campus.
176. The problem of illiteracy in our country is much bigger than most people think.
177. The ACT curriculum-based educational and career planning tool is right when it states that most graduates are not ready for college education.
178. Tuition vouchers programs upgrade academic performances for sure.
179. Schools have the right to limit freedom of speech in classes.
180. Video conferencing is the solution for improving classes in rural areas.
181. Replace letter grades with number grades.
182. People cannot be a part of modern society if they are illiterate.
183. Keep race and ethnicity out of education admissions.
184. Boys perform better in a only boys class.
185. Students should be required to take foreign policy classes.
186. Striving for high assignment grades is useless.
187. MP 3 players are an aid that help with concentration.
188. Motivating someone to study literature is a waste of time.
189. Lack of education contributes to poverty.
190. Knowledge management should be mandatory in each study curriculum.
191. Replace examinations with other forms of assessments.
192. Women are becoming the majority in universities because they are smarter.
193. Improved driver education will reduce traffic fatalities significantly.
194. Wikipedia is as accurate and reliable as Encyclopedia Britannica.
195. The quality of education is lower than 15 years ago.
196. Bilingual education helps illegal immigrants to assimilate into our culture.
197. Teachers must be paid based on performance.

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198. Higher education should only be accessible to good high school students.
199. I can learn better by myself than with a teacher.
200. Health and education are key to accelerate development in the third world.

201. Quality classroom acoustics help education.
202. Why Amish teenagers should be forced into compulsory high school education.

TIME REQUIREMENT: 6-7 MINUTES

VISUAL AIDS: 4 (one per main point)

OUTLINE: YES

SPEECH ASSESSMENT: YES (due class period after presentation)

REQUIREMENTS:

This speech is designed to persuade your audience to alter/change an existing attitude or belief which is a concern to your audience or community. You should choose a topic area you feel strongly about. But you should make every effort to tell your audience something new about a particular topic. Do not simply tell us about the pros or cons about a typical subject (abortion, drugs, STD's, etc.); provide a different angle or concept to the subject are you are going to discuss. **You will be required to cite four (4) different sources throughout your speech.** These sources may include (but not limited to books, periodicals, mass communication tools) or other sources recommended by the instructor. You will use the Problem-Solution pattern in your speech. You must have a work cited (bibliography) page attached separately to the outline. You will have different types of visual aids for each main point in your presentation. You will be required to have two (2) PowerPoint slides during your presentation. This will count as **1 visual aid**. Additional visual aid possibilities are listed below:

- A. HANDOUTS
- B. WEB SITES
- C. TRANSPARENCIES
- D. OBJECTS
- E. POSTER
- F. VIDEO'S (non internet based)

Sample of an Outline for Persuasive Speaking

TOPIC:

SPECIFIC PURPOSE:

THESIS STATEMENT:

TITLE:

INTRODUCTION:

I. ATTENTION GETTER:

II. PREVIEW OF MAIN POINTS:

BODY:

I. MAIN POINT:

A. MAJOR SUB-POINT:

1. MINOR SUB-POINT:

2. MINOR SUB-POINT:

B. MAJOR SUB-POINT:

TRANSITION:

II. MAIN POINT:

A. MAJOR SUB-POINT:

1. MINOR SUB POINT:

B. MAJOR SUB-POINT:

TRANSITION:

III. MAIN POINT:

A. MAJOR SUB-POINT:

1. MINOR SUB POINT:

B. MAJOR SUB-POINT:

CONCLUSION:

I. SUMMARY OF MAIN POINTS:

II. FINAL REMARKS: