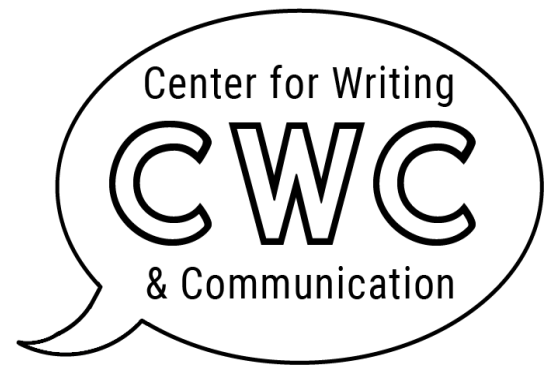


Creating a Persuasive Speech



What is a Persuasive Speech?

The goals of a persuasive presentation are to get an audience to either change or reinforce their beliefs on a subject, and to persuade them with a “call to action”. Persuasive speeches are different than informative speeches— instead of simply explaining something to an audience, a persuasive presentation asks the audience to reevaluate their attitudes on a topic.

Creating a Persuasive Speech

There are three different types of proposals that you will want to think about before choosing a topic for your persuasive presentation:

1. *Proposition of value*— determines whether something is good or bad and asks the audience to make judgements based on their values or beliefs
2. *Proposition of fact*— explains the validity of a claim and asks the audience to make judgements based on facts
3. *Proposition of policy*— evaluates certain measures and whether they should be taken. This proposal asks the audience to make judgments based on values and facts.

Motivated Sequence

Once you have chosen a topic, you need to organize your thoughts and ideas. One way to do this is by using the motivated sequence. The motivated sequence is separated into five different steps that will help you persuade your audience:

- Step 1*— Grab your audience’s attention or give them a reason to listen
- Step 2*— Identify the need to which you are responding
- Step 3*— Explain why you think your solution/idea is best
- Step 4*— Have the audience visualize your solution
- Step 5*— Summarize your points and end with a call to action