Outside reading book with Persuasive Speech – guidelines and practice Name:

**rhetorical strategies -** There are three types of rhetorical appeals, or persuasive strategies, used in arguments to support claims and respond to opposing arguments. A good argument will generally use a combination of all three appeals to make its case.

(1) **Logos** or the appeal to reason relies on logic or reason.

(2) **Ethos** or the ethical appeal is based on the character, credibility, or reliability of the writer.

(3) **Pathos**, or emotional appeal, appeals to an audience's needs, values, and emotional sensibilities.

Your challenge is to decide how to most effectively organize and present your information to make your case. You must make clear to your audience:

* **what** you are trying to persuade them to do and **why**
* details as well as themes and “big ideas” that were present in the book.
* evidence that you know the book well by including important direct quotations and vivid descriptions of important scenes.
* evidence that you understand the characters in the book well.

In addition, you will be graded on:

* **preparation:** Are you prepared? On time? Organized?
* **presentation**: Are you clear? Loud? Do you make eye contact?
* **clarity:** Does your speech follow a logical progression? Do you back up your claim with relevant and convincing evidence?
* **flow:** Does your speech move from one topic to another with logical transitions? You should NOT simply talk about each of the items listed above and read them off in a list.

Steps to prepare:

1. Organize your general ideas on page 2/3 of this packet.
2. Write an outline on page 2/3 of this packet.
3. Prepare notecards with bullets, important ideas, and specific details to include.
4. Practice.
5. Time yourself. You speech must be between 1.5 and 3 minutes.
6. Practice in front of someone else.
7. Go over the rubric.
8. Give me the completed packet when you present your speech.

PRACTICE SPEECH

|  |  |  |
| --- | --- | --- |
| General Topic: | | |
| Person (or category of people) that you would like to persuade: | To do what? | Why? |
| How will you demonstrate **logos** in your appeal? Describe the logic behind your position. Use facts and data to support this appeal. | | |
| How will you establish your own **ethos**? Why should we listen to your opinions on this particular topic? What expertise or personal experiences do you have? | | |
| How are you going to create **pathos** for this argument? How will you appeal to your audience’s feelings and emotions? | | |
| Write an outline for your speech. List the points that you make in the order that you will present them. Include detail, facts, statistics, and points of emphasis. | | |

ORB speech.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
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| How are you going to create **pathos** for this argument? How will you appeal to your audience’s feelings and emotions? | | | | | | | |
| Write an outline for your speech. List the points that you make in the order that you will present them. Include detail, facts, statistics, and points of emphasis. Refer to the list on page one that starts with “your challenge” for specific requirements for this speech. | | | | | | | |
| Grading Rubric | A | | B | C | | D/F |
| Details as well as themes and big ideas that are relevant to your claim |  | |  |  | |  |
| Important moments with direct quotations that are relevant to your claim |  | |  |  | |  |
| Significant info about characters that is relevant to your claim |  | |  |  | |  |
| Demonstrates logos |  | |  |  | |  |
| Establishes ethos |  | |  |  | |  |
| Uses pathos |  | |  |  | |  |
| Preparation: |  | |  |  | |  |
| Presentation |  | |  |  | |  |
| Clarity |  | |  |  | |  |
| Overall  Effectiveness |  | |  |  | |  |