

Persuasion & Rhetorical Devices



Persuasion: the art of getting others to do what you want them to do. Example: Patrick Henry used persuasion to get the colony of Virginia to prepare an army to fight the British, and create a new nation.

**Persuasion can be just as important in helping you attain your own goals.
Anytime you want to influence the opinions or actions of others, you draw on your persuasive skills.**

Rhetorical Device: A technique used by a writer or speaker to heighten the effect of the writing or the speech on the audience.

Examples:

- A. **Rhetorical Question** – a question for which no answer is provided because the answer is obvious. E.g. Who wouldn't want to breathe clean air? Include _____ in speech.
- B. **Allusion** – a reference to a person, character, story, setting/place, myth, event, etc. that the speaker believes the audience will be familiar with. E.g. Jimmy Johnson is a modern Pygmalion. Include _____ in speech.
- C. **Metaphor** – a comparison of two unlike things that does not use the words *like* or *as*.
E.g. The stars were brilliant jewels in the sky. Include _____ in speech.
- D. **Imagery** – writing that appeals to the senses (when you can see, smell, taste, feel, or hear something). Include _____ in speech.
- E. **Anaphora** – repeating a sequence of words at the beginnings of neighboring clauses, thereby lending them emphasis. E.g. We have the power to change this. We have the ability to change this. Include _____ in speech.

Speech Instructions

Objective: Using Patrick Henry's famous speech as a model, present a 2 ½ -4 minute persuasive speech addressing some condition at our school, in your neighborhood, or in our society. Choose a burning issue that has been sharply dividing the people involved. **Remember, your topic must be debatable, and you must include some call to action.**

Directions:

1. **Choose an issue** that you feel you can confidently persuade others to see the situation as you do, and take some sort of action. Ask yourself: "What issues do I feel strongly about?" Consider issues discussed in the news and on social media. Make sure you choose an issue about which people can disagree reasonably.
2. **Create your CLAIM/point of view/position.** This is your main argument in your speech!
3. **Gather evidence** from *Issues and Controversies* (a reliable database) to support your opinion. To access this source, go to MRHS main webpage, click "For Students" "Library/Media Center" "Issues and Controversies" (Username: **lion** Password: **mountain**). Pack your speech with evidence (facts, examples, anecdotes, authoritative opinions, etc.). **Remember to use all three appeals/elements of persuasion** (see Aristotle's Elements of Persuasion).

As you are gathering your evidence, keep **Aristotle's Elements of Persuasion** in mind:

-Logos – an appeal to your audience's sense of logic. Logical proof/logos includes facts, illustrations, statistics, specific instances, and testimonies. These will provide concrete evidence necessary for convincing your audience through reason.

-Pathos –an appeal to your audience's emotions. Emotional proof/pathos ties the heart strings of your audience to your proposition, making your listeners want to accept your idea because it benefits them. Emotional needs are based on three areas: physical needs (need for food, no physical pain, etc.), psychological needs – an individual's inner life (love, self-respect, etc.), and social needs (freedom, acceptance by others, etc.). Appeals to the emotions are intended to convince listeners that accepting the speaker's position will satisfy one or more of these basic needs. When appealing to emotions, you may want to use anecdotes (brief stories) to appeal to specific emotions that will sway readers in favor of your position.

-Ethos – an appeal to your audience's ethics and morals; an appeal to the credibility of the speaker. Ethical proof/ethos appeals to the heart and mind. It is providing your audience with what is right ethically and morally.

4. **Include a counter argument**/your opponents' arguments; this will strengthen your proposal if you can discredit their objections.
5. **Compose your speech using all of the required rhetorical devices (5 rhetorical questions, 1 allusion, 2 examples of anaphora, 1 metaphor, and 2 examples of vivid imagery).**
6. **Rehearse! Time yourself when you practice, and always go over the time when you are rehearsing!**
7. Turn in your completed rubric (page 4) with all of your required elements, and present your persuasive speech to the class! **If you do not have your rubric filled in with your rhetorical devices, you may NOT present your speech. This is your ticket to the podium!**

Organization:



Introduction – Begin with an attention getter (one of the Big 5: rhetorical question, anecdote, quotation, startling statement, or definition) and state your **claim**/position.

Body – Present your reasons and **evidence**. This is where you must win your argument. Give the evidence gathered in step two, and dispute your opponents' arguments/**counterclaim**.



Conclusion – Summarize your position and tell the audience what action to take. End on a powerful note!

Note: Speeches will begin on _____. We will choose numbers today.
If you are absent or swept the day you are to present, you will automatically lose 10 points.



Speech Rubric

- A = 68-75
- Outstanding introduction, body, and conclusion
 - 5 Rhetorical questions
 - 1 Allusion
 - 2 examples of Anaphora
 - 1 Metaphor
 - 2 examples of vivid Imagery
 - Counterclaim
 - Effective evidence to support claim (logos, pathos, & ethos)
 - Effective delivery skills (eye contact, pausing, inflection, pitch, volume, articulation, gesturing, posture, and movement)
 - Time: 2 ½ -4 minutes
- B = 60-67 Lacking 1 item and/or less effective delivery skills or content (e.g. time requirement not met **or** missing the allusion).
- C = 53-59 Lacking 2 of the above, or less effective delivery skills or content (e.g. time requirement not met **and** missing the metaphor).
- D= 45-52 Lacking 3-4 of the above (e.g. time requirement not met, no allusion, and 4 rhetorical questions).
- F= 44 & below Lacking 5 or more of the above requirements.



Speech Rubric

You will complete this prior to your speech date, and turn it in before presenting your speech.
If this page is not filled in, you will be unable to present your speech.

Name _____ Claim _____

A = 68-75

_____ Outstanding introduction, body, and conclusion

_____ 5 Rhetorical questions:

1. _____
2. _____
3. _____
4. _____
5. _____

Write in your
5 rhetorical
questions!

_____ 1 Allusion: _____

_____ 2 examples of Anaphora:

1. _____
2. _____

Write in your
allusion, both
examples of
anaphora,
your
metaphor,
both
examples of
vivid imagery,
& your
counterclaim.

_____ 1 Metaphor _____

_____ 2 examples of vivid Imagery

1. _____
2. _____

_____ Counterclaim _____

_____ Effective evidence to support claim/position (logos, ethos, & pathos)

_____ Effective delivery skills (eye contact, pausing, inflection, pitch, volume,
articulation, gesturing, posture, movement).

_____ Time: 2 ½-4 minutes _____

B= 60-67 Lacking 1 item and/or less effective delivery skills or content (see marks above).

C=54-59 Lacking 2 of the above, or less effective delivery skills or content.

D=45-53 Lacking 3-4 of the above.

F=44 & below Lacking 5 or more of the above.

Points Possible: 75 Points Received: _____