Persuasive Speaking Using Modern Appeals

Need   Harmony   Gain

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SELF-ACTUALIZATION
Pursue Inner Talent
Creativity Fulfillment

SELF-ESTEEM
Achievement Mastery
Recognition Respect

BELONGING - LOVE
Friends Family Spouse Lover

SAFETY
Security Stability Freedom from Fear

PHYSIOLOGICAL
Food Water Shelter Warmth

Purpose of this speech:

➢ To integrate our knowledge about identifying problems and proposing solutions with our understanding of the modern rhetorical appeals (need, harmony, or gain).

➢ To integrate argumentative voices found in our research with our own voice in creation of an academic argument using Monroe's Motivated Sequence as our organizing strategy.

➢ To receive peer feedback as to the efficacy of our public rhetoric.

➢ To demonstrate effective (rhetorical) speech strategies for persuading, including invention (choice of appeals), arrangement (Monroe's Sequence & outline), style (vocabulary, tone), delivery (voice, eye-contact, body language), memory (minimal reference to outline).
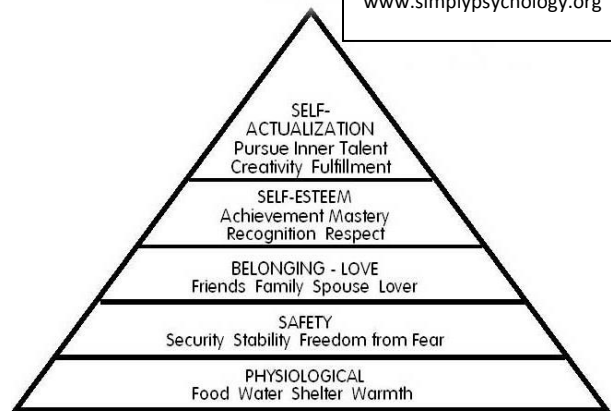
PROJECT COMPONENTS: PERSUASIVE 2-3 MINUTE SPEECH USING MODERN APPEALS & MONROE'S MOTIVATED SEQUENCE.

1. Read and Study Chapter 15, "Tools for Persuading"
2. Complete "Invention and Arrangement Worksheet" IN CLASS (attached)
3. Develop a 2-3 minute Persuasive Speech using Monroe's Motivated Sequence
4. Practice the speech & complete Peer Critique / Self Critique IN CLASS
5. Deliver the speech either as a recorded video or face-to-face IN CLASS
6. Complete a typed outline formal outline for speech using Monroe's Motivated Sequence
7. Complete a "Works Cited" page with at least three resources

Monroe's Motivated Sequence will have the following components (see page 343 in your textbook & handout from class):

1) **Attention Stage:** You direct your audience's attention toward you and your topic. As you gain their attention, use what you have learned in ENG 1302 about Rogerian Argument to create "common ground."
2) **Need Stage:** You demonstrate to your audience that they have one or two of the needs in Maslow's Hierarchy.
3) **Satisfaction Stage:** You propose a solution to meet those needs.
4) **Visualization Stage:** Help the audience visualize the benefits of the solution.
5) **Action Stage:** Tell the audience what they must do to adopt the solution and achieve satisfaction.

Dr. C. Johnson-Gerendas, Ph.D.

INVENTION & ARRANGEMENT WORKSHEET

ANSWER THE FOLLOWING QUESTIONS AND TURN THIS SHEET IN TO PROFESSOR.

Identify a **proposal topic**—[it may be your proposal project in ENG 1302 if you are in a LC]:

TOPIC: _____

(The topic should be something you are proposing in an effort to get a particular audience TO DO SOMETHING.)

What **ACTION** do you want your audience to take? _____

_____

What are the top two audience **NEEDS** (from Maslow's Hierarchy of Needs) that your proposal intends to meet/address?

1. _____   2. _____

What modern APPEAL will you be using for audience motivation (how and why)?

[Need?   Harmony?   Gain?]

What classical appeals will you be using for audience motivation (how and why)?

 [Logic, Emotions, Credibility, Cultural Identity?]

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SKETCH OUT YOUR PLAN FOR THE FOLLOWING STAGES OF YOUR OUTLINE:

Attention Stage:

Need Stage:

Satisfaction Stage:

Visualization Stage:

Action Stage: