

Worksheet Chapter 16

The Persuasive Speech

Directions: Answer the following items using complete sentences, proper punctuation and grammar.

1. Define persuasive speaking.

2. Explain how to use logical reasoning to support points in your speech.

3. Explain how to use “appeal to emotion” in a speech.

4. Describe three ways to establish and enhance your credibility.

5. What are the three most important ethical standards?

6. What are the six methods of organizing persuasive speeches?

Directions: Define each of the following terms.

1. apathetic audience - _____
2. comparative-advantage method - _____
3. competence - _____
4. credibility - _____
5. criteria-satisfaction method - _____
6. deductive approach – _____
7. dynamism – _____
8. emotional appeal – _____
9. ethical standards – _____
10. evidence – _____
11. expert opinion – _____

12. fact – _____
13. favorable audience – _____
14. hostile audience – _____
15. inductive approach – _____
16. logical reasoning – _____
17. manipulation – _____
18. Monroe motivated sequence – _____
19. Negative method – _____
20. persuasion – _____
21. problem – solution method - _____
22. sincerity – _____
23. statement of reasons method – _____

Directions: Answer the following items using complete sentences, proper punctuation and grammar.

24. What makes a persuasive speech different from an informative speech?

25. What two types of evidence should you use to support your reasons?

26. What are the three techniques of persuasion?

27. What are the three ways of appealing to emotions?

28. What is the difference between persuasion and manipulation? Explain.

MAKE A LIST OF 7 ITEMS/TOPICS/PROMPTS FOR YOUR PERSUASIVE SPEECH!

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____