

COMPETENT COMMUNICATION MANUAL

Project #9: **PERSUADE WITH POWER**

Executive Summary:

The ability to persuade people – getting them to understand, accept and act upon your ideas – is a valuable skill. Your listeners will more likely be persuaded if they perceive you as credible, if you use logic and emotion in your appeal, if you carefully structure your speech and if you appeal to their interests. Avoid using notes because they may cause listeners to doubt your sincerity, knowledge and conviction.

Objectives:

- Persuade listeners to adopt your viewpoint or ideas or to take some action.
- Appeal to the audience's interests.
- Use logic and emotion to support your position.
- Avoid using notes.
- Time: Five to seven minutes.

Note To The Evaluator:

The speaker is to present a persuasive speech that combines logical support for his/her viewpoint with a strong emotional appeal. The speech should focus on the self-interest of the audience. The speaker also has been asked to avoid using notes, if possible. In addition to your oral evaluation, please complete this evaluation form by checking the appropriate column for each item. Add your comments only for those items where special praise is warranted, or where you can offer specific suggestions for improvement.

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PROJECT 9 Evaluation Guide for "PERSUADE WITH POWER"

Title: _____

Evaluator: _____ Date: _____

	Excellent	Satisfactory	Could Improve	Comments/ Suggestions
Did the speaker project sincerity and conviction?	_____	_____		
Was the speaker a credible source of information about this topic?	_____	_____		
Did the speaker phrase his/her appeal in terms of the audience's self-interest?	_____	_____		
Did the speech opening capture the audience's interest?	_____	_____		
Did the speaker use facts and logical reasoning to support his or her views?	_____	_____		
Did the speaker properly use emotion to persuade the audience to support his or her views?	_____	_____	_____	
Was the speech organization effective?	_____	_____		
Did the speaker's body language and vocal variety contribute to the message?	_____	_____		
Were you persuaded to accept the speaker's views?	_____	_____		

What could the speaker have done differently to make the speech more effective?

What did you like about the speech?