



How to Build a Persuasive Speech?

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PERSUASION



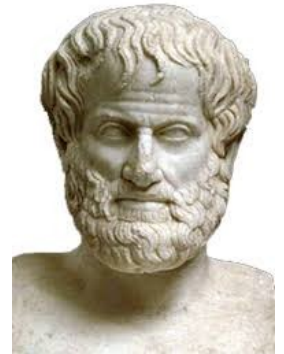
- an interactive communicative process in which a message sender aims to influence the **knowledge, beliefs, attitudes and behaviour** of the message receiver (Charteris-Black 2005: 9)

RHETORIC

- **origins:**

Aristotle – “The Art of Rhetoric” (essay),
4th century BC

- rhetoric = **the art of persuasion**



GREAT ORATORS



J.F. Kennedy



Martin Luther King Jr.



Nelson Mandela



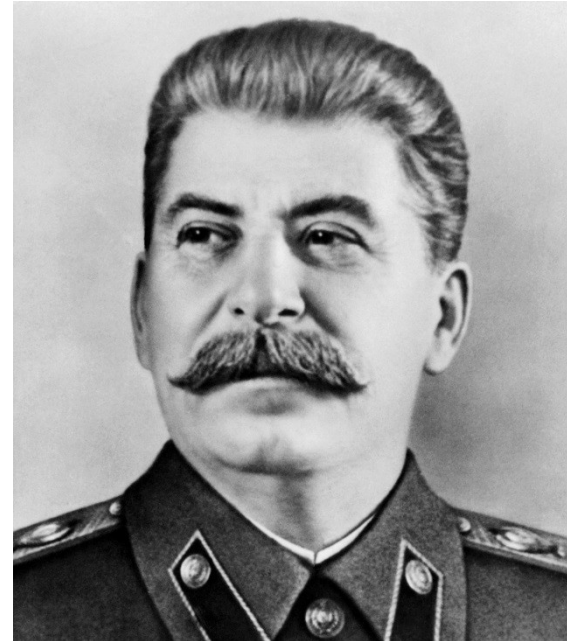
Mahatma Gandhi



Steve Jobs



Adolf Hitler



Joseph

3 MEANS OF PERSUASION

1. Ethos

- persuasion through personality and credibility of the speaker

2. Logos

- persuasion through reasoning

3. Pathos

- persuasion through emotions

<https://www.youtube.com/watch?v=wc1TrKlIzAJM>

- *"The data is perfectly clear: this investment has consistently turned a profit year-over-year, even in spite of market declines in other areas.,,"*
- *"If my age doesn't convince you that my opinion matters, at least consider that I am your grandfather and I love you dearly."*

ETHOS

- construction of a **trustworthy** and **socially acceptable** image of the speaker
 - authority
 - reputation
 - expertise
 - experience
 - one's merits
 - goodwill

LOGOS

- academic discourse
 - persuade the audience of the **relevance, validity** and **coherence** of the claims

PATHOS

- range of emotions:
 - interest
 - passion
 - fear
 - anger



PERSUASIVE DEVICES (FIGURES OF SPEECH)

1. REPETITION (PARALLELISM)

- lexical or syntactical

*Government of the people,
By the people,
For the people.* (Abraham Lincoln)

*I can answer in one word: It is victory, victory at all costs,
victory in spite of all terror, victory, however long and
hard the road may be.* (Winston Churchill)

2. ALLITERATION

- repetition of sounds

We replaced drift and deadlock with renewal and reform.
(Bill Clinton)

Britain is booming.

3. CONTRASTIVE PAIR (ANTITHESIS)

One small step for man: one giant leap for mankind.
(Neil Armstrong)

Where there is discord, may we bring harmony.
Where there is error, may we bring truth.
Where there is doubt, may we bring faith.
Where there is despair, may we bring hope.
(Margaret Thatcher)

CHIASMUS

- repetition in reverse order

An optimist sees an opportunity in every calamity; a pessimist sees a calamity in every opportunity.

Now this is not the end. It is not even the beginning of the end. But it is, perhaps, the end of the beginning.

(Winston Churchill)

4. THREE-PART LIST (TRICOLON)

- sense of completion

Blood, sweat and tears.

(Winston Churchill)

Friends, comrades and fellow South Africans. I greet you all in the name of peace, democracy and freedom for all.

(Nelson Mandela)

5. SYNTACTICAL ANOMALIES

a) inversion

*Never in the field of human conflict has
so much been owed
by so many
to so few.*

(Winston Churchill)

b) ellipsis

New life for Britain.

6. INCLUSIVE 'WE'

We must break for good from the conflicts and dogmas that have held us back and for too long have failed our country.

(Gordon Brown)

7. METAPHOR AND METONYMY

a) metaphor

Our qualities and deeds must burn and glow through the gloom of Europe until they become the veritable beacon of its salvation.

(Winston Churchill)

b) metonymy

The White House will be announcing the decision around noon today.

8. ANALOGY

- comparison of two objects of different types

National budget is like a family budget.

(Margaret Thatcher)

9. INTERTEXTUALITY

- reference to other texts

*Far be it from me to deride the sinner that repenteth.
The trouble with Labour is they want the benefit of
repentance without renouncing the original sin. No way!*
(Margaret Thatcher)

10. PROSODIC FEATURES

- cadence, tempo, rhythm, loudness, pitch

1. repetition
2. alliteration
3. contrastive pairs
4. three-part list
5. inversion and ellipsis
6. inclusive 'we'
7. metaphor and metonymy
8. analogy
9. intertextuality
10. prosodic features

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THANK YOU FOR YOUR ATTENTION