Persuasive Presentations

Unit: Soft Skills

Problem Area: Communication

Lesson: Persuasive Presentations

■ **Student Learning Objectives.** Instruction in this lesson should result in students achieving the following objectives:

1 Define persuasive messages using communication vocabulary.

2 Use an outline to organize related pieces of information.

**3** Prepare a persuasive message using presentation graphics software.

■ **Resources.** The following resources may be useful in teaching this lesson:

"Four Main Components for Effective Outlines," *Purdue Online Writing Lab—OWL*. Accessed March 5, 2011. <http://owl.english.purdue.edu/owl/resource/544/01/>.

"How to Write an Outline," *Los Angeles Valley College Library*. Accessed March 2, 2011. <http://www.lavc.edu/library/outline.htm>.

"Interactive: Microsoft PowerPoint 2003 to PowerPoint 2007 Command Reference Guide," *Microsoft Office*. Accessed March 1, 2011. <http://office.microsoft.com/en-us/powerpoint-help/interactive-powerpoint-2003-to-powerpoint-2007-command-reference-guide-HA010149076.aspx>.

"Persuasive Speech," *Speech Guru*. Accessed March 1, 2011. <http://www.speech-guru.com/persuasive_speech.php>.
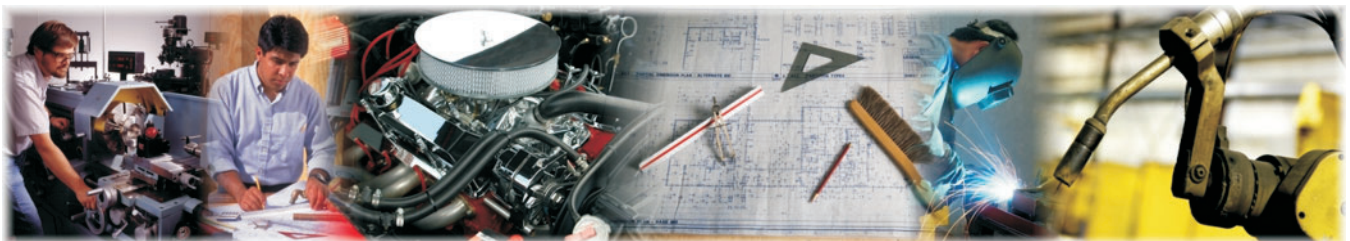
"PowerPoint in the Classroom," *ACT360 Media Ltd*., Accessed March 1, 2011. <http://www.actden.com/pp/>.

"Rhetorical Techniques," *Speak Like a Pro*. Accessed March 2, 2011. <http://www.speaklikeapro.co.uk/Rhetorical_techniques.htm>.

Solomon, Erin. *Sample Persuasive Speech Outline—Motivated Sequence*. Rochester (Minnesota) Community and Technical College. Accessed March 3, 2011. <http://www.roch.edu/people/lhalverson/sample_persuasive_speech_outline.htm>.

■ Equipment, Tools, Supplies, and Facilities

- ✓ Overhead or PowerPoint projector
- ✓ Visual(s) from accompanying master(s)
- ✓ Copies of sample test, lab sheet(s), and/or other items designed for duplication
- ✓ Materials listed on duplicated items
- ✓ Computers with presentation graphics software (Microsoft Powerpoint or OpenOffice Impress), overhead projection system, printers, and Internet access
- ✓ Classroom resources and reference materials

■ Key Terms. The following terms are presented in this lesson (shown in bold italics):

- ➤ alphanumeric
- ➤ emotional appeal
- ➤ ethical appeal
- ➤ information
- ➤ logical appeal
- ➤ outline
- ➤ persuasion
- ➤ persuasive messages
- ➤ presentation graphics
- ➤ rhetoric

■ Interest Approach. Use an interest approach that will prepare the students for the lesson. Teachers often develop approaches for their unique class and student situations. A possible approach is included here.

Begin the lesson by talking with students about messages they give and receive, and discuss the reasons and purposes for those messages. For example, discuss the message given to a restaurant worker when food is ordered. The purpose of this type of message is to inform.

Another type of message is one that entertains. When a person tells a joke or performs a song, an entertaining message is being sent.

A third type of message is one that persuades. The purpose of a persuasive speech is to influence values, ideas, beliefs, and/or attitudes of the audience. A persuasive speech attempts to convince others to adopt the position of the speaker, change their reaction to something, or consider taking some action they did not intend prior to the speech. Typically, a persuasive presentation is used in manufacturing to cause people to adopt new ideas, such as new product designs, manufacturing and delivery methods, and marketing techniques.

Display VM–A. Tell students that they will be learning how to develop and present a persuasive message. Lead a discussion of the reactions of the people in VM–A. Then, ask students about other persuasive messages they give and/or receive in their daily lives. Discuss the potential purposes of the identified persuasive messages students give and receive.

CONTENT SUMMARY AND TEACHING STRATEGIES

Objective 1: Define persuasive messages using communication vocabulary.

Anticipated Problem: What communication terms relate to persuasive messages?

I. Persuasive messages

    A. **Persuasion** is the act of using logical, emotional, or ethical appeals to convince the target audience (person or group) to do something. **Persuasive messages** are messages, such as advertisements, commercials or infomercials, speeches, graphics, and video images, that urge people to take action, such as buying products or services.

    B. **Rhetoric** is the art and study of the use of language for persuasive effect. Its history dates to ancient Greece and has been studied in schools since the early nineteenth century.

    C. **Information** is organized data often in the form of facts or statistics.

    D. Persuasive techniques are used to influence the receiver.

        1. **Logical appeal** is a technique intended to persuade by appealing to one's sense of reason. A logical appeal is designed to "make sense" to the audience and seems practical and sensible.

        2. **Emotional appeal** is a technique intended to persuade by appealing to one's feelings, such as pity, remorse, anger, or excitement. It relies on humans being greatly affected by emotion and, as a result, choosing a course of action based on that emotion.

3. **Ethical appeal** is a technique intended to persuade by appealing to one's sense of what is morally correct. For example, an advertisement designed to persuade people to wear safety belts while driving is an ethical appeal.

E. Outlines

1. An **outline** is a method of organizing and showing the main features, the logical order, or a summary of the information about a topic. It is usually presented in one of three formats:

   a. **Alphanumeric** (consisting of both numbers and letters) in the following order:

     (1) Roman numerals

     (2) Uppercase letters

     (3) Arabic numerals

     (4) Lowercase letters

   b. Full-sentence (similar to alphanumeric but written in complete sentences)

   c. Decimal-order (similar to alphanumeric but showing how each level of the outline relates to the whole topic)

2. An outline organizes the persuasive message for both the sender and the audience.

F. **Presentation graphics** are images and text used to present outlined information to the audience by use of a projection system. Examples of presentation graphics software are:

1. Microsoft PowerPoint

2. OpenOffice Impress

Teaching Strategy: *Use VM–B to review the key terms in this lesson plan.*

Objective 2: Use an outline to organize related pieces of information.

Anticipated Problem: How is an outline organized?

II. Outline organization

A. We live in an information age in which a nearly limitless supply of information is at our fingertips. Having access to so much information is a powerful tool, but information alone is not enough to present an effective persuasive message. Information must be organized in a way that is meaningful to an audience. The presenter of a persuasive message uses an outline to plan for an orderly and effective delivery of the message. As the outline progresses, a stronger and stronger argument is built, which concludes by calling the audience to action.

B. An outline usually divides a persuasive message into three parts:

1. Introduction

   a. Gets the audience's attention

   b. Relates the topic and purpose to the target audience

    c. States why the audience needs to receive the message

    d. Gives a short preview of what will be seen or heard

  2. Body

    a. Most major topics begin with general information and progress to specific information.

    b. A major topic is usually supported by two or more specific subtopics.

    c. Each subtopic may be supported by two or more supporting details.

  3. Conclusion

    a. Verbally or visually indicates that the message is coming to a close

    b. Gives a brief summary of the message

    c. Relates the message back to the audience

    d. Concludes the message and calls the audience to action

Teaching Strategy: *Use VM–C to review the elements and format of a basic alphanumeric outline.*

Assign LS–A. To expedite students' Internet research for LS–A, you may wish to review school and/or standard policies regarding appropriate research options and what constitutes a reliable resource. Cell phone, smart phone, and pad device product brochures may be brought to class from stores such as RadioShack and Best Buy. Explain that students should find and record information but not organize the information at this point.

After students have completed LS–A, again display VM–C and discuss how information should be organized to create an effective persuasive message. Before moving on to Objective 3, allow time for students to create their outlines and additional time for them to revise and edit them.

Objective 3: Prepare a persuasive message using presentation graphics software.

Anticipated Problem: How is presentation graphics software used in preparing a persuasive message?

  III. Presentation graphics software

    A. Presentation graphics software is used to create a message that is intended for display to a large audience via the use of a projection system. Once an outline of information has been completed, creating a basic presentation is a simple matter. To make the best use of presentation graphics software, the text and graphic images must be large and easy to read, ensuring that the audience receives and understands the message.

    B. Microsoft PowerPoint and OpenOffice Impress (two examples) allow the user quickly to:

      1. Create an outline that, in turn, creates the presentation slides

2. Edit the outline once the initial information has been entered
3. Create or delete slides
4. Create or delete major topics or subtopics

C. Visual interest and appeal are important to a presentation but should not distract the audience from the message. Effects include:

1. Images
2. Backgrounds
3. Color
4. Animation
5. Sound

Teaching Strategy: *Once students have recorded information for their presentations on LS–A and have created and edited their outlines, assign LS–B. Next, explain to students that each will be using his or her research and outline to organize a four-minute persuasive presentation with the outline feature in Microsoft PowerPoint or OpenOffice Impress. The presentation should be designed to persuade an audience to purchase a particular cell phone, smart phone, or pad device. As the instructor, you may select device brands and/or models for student research or allow each student to select his or her own device. Finally, review the various features that may be added to the presentation to enhance its visual quality. NOTE: Additional classroom time may be required for students to become proficient in the use of presentation graphics software and its visual effects.*

■ **Review/Summary.** Use the student learning objectives to summarize the lesson. Have students explain the content associated with each objective. Student responses can be used in determining which objectives need to be reviewed or taught from a different angle. Questions found in textbooks may also be used in the Review/Summary.

■ **Application.** Use the included visual master(s) and lab sheet(s) to apply the information presented in the lesson.

■ **Evaluation.** Evaluation should focus on student achievement of the objectives for the lesson. Various techniques can be used, such as student performance on the application activities. A sample written test is provided.

■ **Answers to Sample Test:**

Part One: Matching

1. c
2. d
3. b
4. e
5. a

6. f
7. h
8. g

Part Two: Completion

1. Logical
2. rhetoric
3. alphanumeric
4. introduction
5. three
6. information
7. images, text
8. projection system

## Part Three: True/False

1. T
2. F
3. F
4. T
5. T
6. F
7. T
8. F

Name _____

Persuasive Presentations

▶ **Part One: Matching**

Instructions: **Match the term with the correct definition.**

a. persuasion
b. persuasive messages
c. logical appeal
d. emotional appeal

e. ethical appeal
f. information
g. outline
h. presentation graphics

_____1. A technique intended to persuade by appealing to one's sense of reason

_____2. A technique intended to persuade by appealing to one's feelings

_____3. Messages, such as advertisements, commercials or infomercials, speeches, graphics, and video images, that urge people to take action, such as buying products or services

_____4. A technique intended to persuade by appealing to one's sense of what is morally correct

_____5. The act of using logical, emotional, or ethical appeals to convince the target audience (person or group) to do something

_____6. Organized data often in the form of facts or statistics

_____7. Images and text used to present outlined information to the audience by use of a projection system

_____8. A method of organizing and showing the main features, the logical order or a summary of the information about a topic
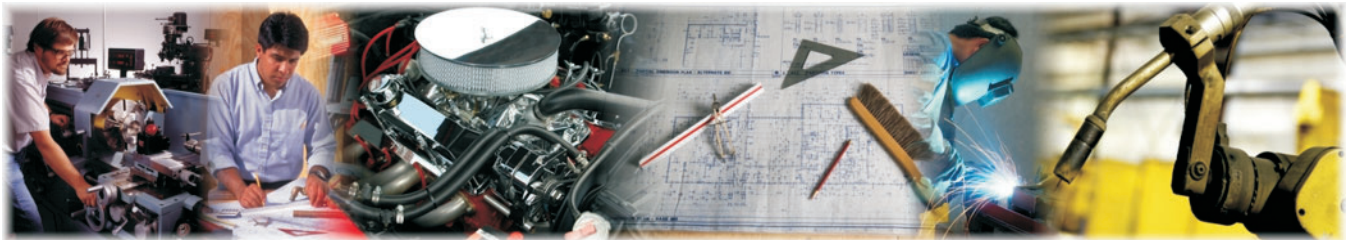
▶ Part Two: Completion

Instructions: **Provide the word or words to complete the following statements.**

1. _____ appeal is a technique for persuading the audience by use of a reasoned message.

2. The art and study of the use of language for persuasive effect is known as _____.

3. An outline consisting of both numbers and letters is called _____.

4. The _____ of a persuasive message relates the topic and purpose to the target audience.

5. An outline usually divides a persuasive message into _____ parts.

6. Another name for organized data is _____.

7. Presentation graphics consist of _____ and _____.

8. Presentation graphics software is used to create messages that are intended for display to large audiences via the use of a _____.

▶ Part Three: True/False

Instructions: **Write *T* for true or *F* for false.**

_____1. Information for a persuasive message must be organized in a way that is meaningful to an audience.

_____2. The information in a persuasive message is designed to influence the presenter.

_____3. In an outline, major topics usually begin with specific information and progress to general information.

_____4. As an outline progresses, a stronger and stronger argument is built, which concludes by calling the audience to action.

_____5. Microsoft PowerPoint and OpenOffice Impress allow the user to quickly create or delete presentation slides.

_____6. Visual interest and appeal should be used to help distract the audience from the message.

_____7. Visual interest in a PowerPoint presentation may be accomplished by the use of images, backgrounds, color, animation, and/or sound.

_____8. Full sentences are never used in an outline.

PERSUASIVE MESSAGES

Does the teenager agree with the discussion in this therapy session? How does her mother feel?
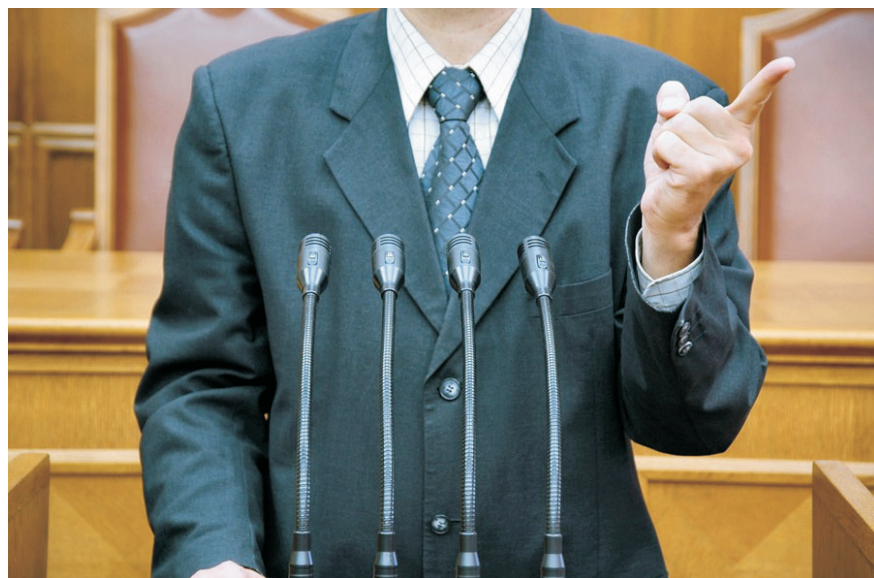
Describe how the person on the left is feeling about the message he is hearing.

A sales speech is designed to be a powerfully persuasive message.

Describe how this audience feels about the musical entertainment.

A political speech is designed to persuade the audience to vote for the candidate.

PERSUASIVE MESSAGE VOCABULARY

alphanumeric	Consisting of both numbers and letters
emotional appeal	A technique intended to persuade by appealing to one's feelings
ethical appeal	A technique intended to persuade by appealing to one's sense of what is morally correct
information	Organized data often in the form of facts or statistics
logical appeal	A technique intended to persuade by appealing to one's sense of reason
outline	A method of organizing and showing the main features, the logical order, or a summary of the information about a topic
persuasion	The act of using logical, emotional, or ethical appeals to convince the target audience (person or group) to do something
persuasive messages	Messages, such as advertisements, commercials or infomercials, speeches, graphics, and video images, that urge people to take action, such as buying products or services
presentation graphics	Images and text used to present outlined information to the audience by use of a projection system
rhetoric	The art and study of the use of language for persuasive effect

SAMPLE ALPHANUMERIC OUTLINE

Topic: *(Give a short description of the topic.)*

Specific Purpose: *(Give a brief description of the purpose of the message.)*

Thesis Statement: *(State why the audience needs to receive this message.)*

I. INTRODUCTION

    A. Attention material / Credibility material: *(Get the audience's attention and provide credibility.)*

    B. Tie topic and purpose to the audience: *(Relate the topic and purpose to the target audience.)*

    C. Thesis and preview: *(State why the audience needs to receive this message, and give a short preview of what will be seen or heard.)*

    Transition: *(Make a transition statement that moves from the introduction of the topic into the body of the message. For example: "Now that the demographic statistics of cell phone use in the United States are known, let's find out how cell phones are being used.")*

II. BODY

    A. Major topic #1

        1. Supporting subtopic #1
            a. Supporting detail #1
            b. Supporting detail #2
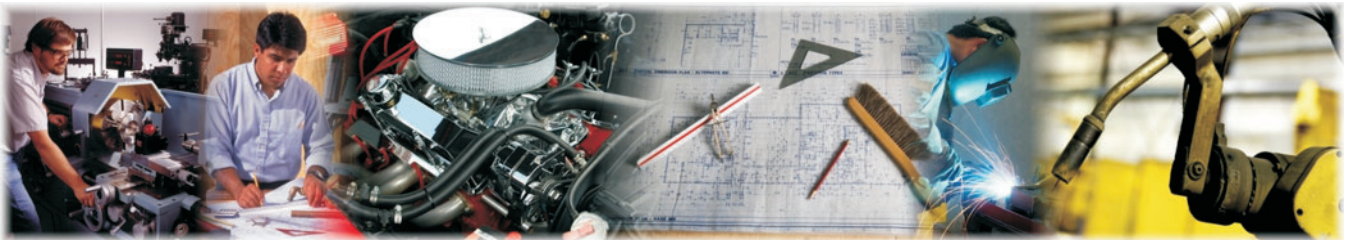
      2. Supporting subtopic #2
          a. Supporting detail #1
          b. Supporting detail #2

Transition: *(Either verbally or visually, move from major topic #1 to #2.)*

B. Major topic #2
      1. Supporting subtopic #1
          a. Supporting detail #1
          b. Supporting detail #2
      2. Supporting subtopic #2
          a. Supporting detail #1
          b. Supporting detail #2

Transition: *(Either verbally or visually, move from major topic #2 to #3 or to the conclusion.)*

III. CONCLUSION

A. Brake light / Transition: *(Either verbally or visually, indicate that the message is coming to a close.)*

B. Summary: *(Give a brief summary of the message.)*

C. Tie the message and the purpose back to the audience: *(Relate the message back to the audience.)*

D. Concluding remarks: *(Conclude the message, and call the audience to action.)*

Research Information for a Persuasive Presentation

Purpose

The purpose of this lab is to research information for a four-minute persuasive presentation.

Objectives

1. Research information about a selected cell phone, smart phone, or pad device.

2. Record reliable sources of information.

3. Record details (e.g., facts, statistics, first-person statements, etc.).

Materials

- ♦ lab sheet
- ♦ brochures or promotional materials for a selected cell phone, smart phone, or pad device
- ♦ computer with Internet access
- ♦ pencil or pen

Procedure

1. Select a cell phone, smart phone, or pad device to research.

2. Collect any print brochures or promotional materials available for the device.

3. Select three or four key words for use in your Internet research, and write them below.

   a.
   b.
   c.
   d.
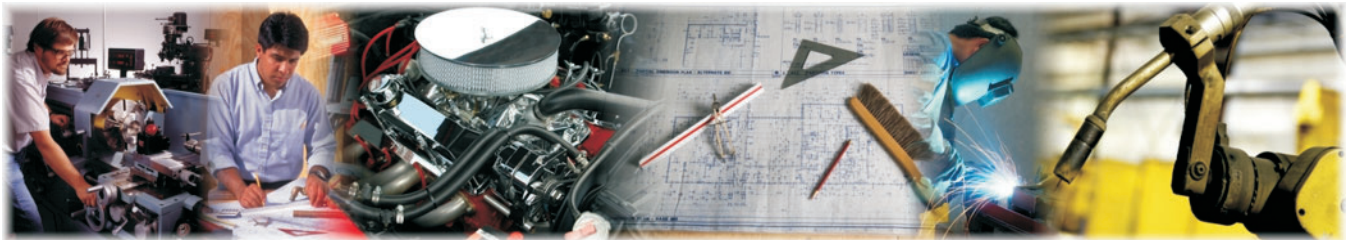
4. Conduct Internet research based on the key words you selected. Find at least three reliable websites for information. One source of information may be an interview with someone who currently uses the product you selected.

5. Using the format below, record the "Sources of Information" and "Detailed Information" for your four-minute persuasive presentation. This information will be used to create an outline for the presentation.

    a. Record the "Detailed Information" in any order. Detailed information includes facts, statistics, and any first-person statements regarding the product.

    b. During the research, do not try to organize the information; just record it.

I. **Sources of Information** (e.g., brochures, promotional materials, URLs, etc.)

    A.

    B.

    C.

    D.

II. **Detailed Information** (e.g., facts, statistics, first-person statements, etc.)

    A.

    B.

    C.

    D.

    E.

    F.

    G.

    H.

6. Turn in your completed lab sheet to your instructor.

Name _____

Produce, Present, and Evaluate a Persuasive Presentation

Purpose

The purpose of this lab is to produce, present, and evaluate a persuasive presentation.

Objectives

1. Use your edited outline and presentation graphics software to prepare a four-minute persuasive presentation.

2. Present your persuasive message.

3. Evaluate your presentation.

Materials

♦ lab sheet

♦ final outline

♦ computer with presentation graphics software (Microsoft PowerPoint, OpenOffice Impress, etc.)

♦ computer projection device

Procedure

1. Use your researched and outlined information to create a four-minute persuasive presentation with the outline feature in Microsoft PowerPoint or OpenOffice Impress. The goal of the presentation is to persuade the audience to buy the cell phone, smart phone, or pad device you chose.

2. If you discover that some subtopics need further detail or supporting evidence, collect and organize the additional information.
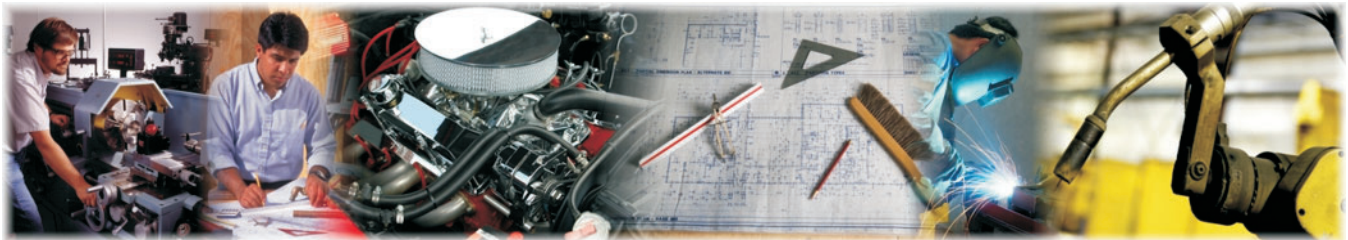
3. Create presentation slides for your message.

4. Add visual interest (graphics) to the presentation.

5. Present your persuasive message to your audience (your class).

6. Use feedback from the audience and your instructor to evaluate your presentation on the degree to which it:

    a. Was factual
    b. Was informative *(What did the audience learn?)*
    c. Used first-person statements
    d. Kept the audience's attention
    e. Was persuasive *(Would the audience purchase your device?)*