

Public speaking essay



**ASSIGN
BUSTER**

In a speech to motivate action, why should you try to get listeners to take action immediately? Whenever possible, get a response before listeners leave the room. Often a speaker gets listeners fired up over an issue and asks them to go home and write an e-mail to the appropriate agencies.

Listeners leave the room determined to write that e-mail, but unfortunately very few ever do. Everyone has good intentions, but life is busy and there are urgent personal matters to be taken care of. After a couple of weeks, the vows are forgotten. To avoid this problem, try to get an immediate response.

Even a small, token action is better than none at all. You can say, "On your way out, please sign the petition on the table at the rear of the room.

" Even better, if time permits, is to circulate the petition for them to sign before they stand up to leave. Researchers have verified that if you persuade a person to take a positive step, you increase that person's commitment to your cause. 4 He or she now has made an investment of time and energy. If opponents try to persuade the person to believe the opposite of what you have espoused, he or she will be highly resistant to change (unless, of course, there is some compelling counterargument).

Why? Because human beings feel a strong need to be consistent.

5 Going over to the other side would be inconsistent with an action such as signing your petition. 9. When is the statement of reasons pattern especially effective? Statement of reasons is a variation of the topical pattern in which a speaker gives reasons for an idea. It can be used for any persuasive

speech, but it is especially useful when the audience leans toward your position but needs some Justification for that leaning. Gregory 306) 10.