

Fall 22



Persuasive Intro (Hard Launch)



CMST 131: Speech Communication Fundamentals

Fall 22



Today's Agenda



01

Persuasive Intro

Module 3, being subjective!

03

Semester Outlook

Weeks 12-16! 😬

02

Call to Action

Centering audiences & creating a call to action

04

Deadlines!

Upcoming deadlines/due dates





Persuasive Speech, 6-8 mins

- Persuade & convince audience to agree with you logically
 - Be subjective, “why” statements
- Include call to action
 - Center your audience
- Six oral citations
- Include opposing view and refute it
 - Get audience to believe your side



Persuasive Speech, 230 pts



Topic Proposal

10 pts, FlipGrid due April 21



Outline

50 pts, due May 1



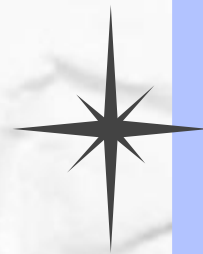
Persuasive Speech

150 pts, 6-8 mins, FlipGrid due May 4



Self + Peer Eval

20 pts total, due May 5

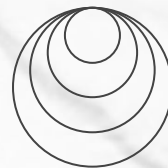




Example Speech



Why hot dogs are bad for you





Topic Proposals

Due Fri, April 21

Topic proposals happening on Flip Grid! The same place the Persuasive Speech will occur :) You'll need to include:

- Topic, call to action, why you chose the topic
- At least ONE oral citation
- A potential refutation to your topic



FlipGrid



Let's take a look at it!

- 11 a.m.: <https://flip.com/dde8clcO>
- 12 p.m.: <https://flip.com/cdbOb7fa>
- 1 p.m.: <https://flip.com/5c9987lc>



Centering Audiences

“When you speak out, you’re not speaking into thin air; instead, you’re inviting the audience to listen—you’re calling them in. To **call in** means creating a message that both relates to and implicates your audience; it is to summon” (Mappes, 2019).

- Call in audience = call to action
 - Strong statement that will help wrap up your speech
 - Will be helpful to establish your call-to-action sooner rather than later to guide your direction in outline
- What persuasive scenarios can you think of that might include a call to action?
 - Lightning McQueen’s Rust-eze commercial
 - Chik-fil-A, ‘Eat Mor Chikin’

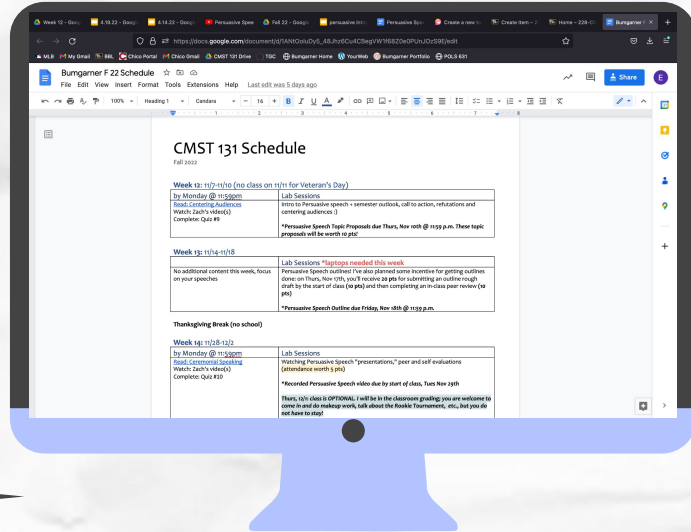
Call to Action

Videos + 10–15 min discussion:

1. Mr. Rogers court testament
2. Tommy Smokes (aka Vape God) & Fox News

Consider the strategies used by Mr. Rogers, Vape God, and the doctor. Think about ethos (credibility + speaker effectiveness), pathos (emotion + audience effects), and logos (logic + message effectiveness)

1. How were Mr. Rogers, Vape God and the doctor successful in calling in their audiences?
2. Consider how the audience listened. How did the audience respond?
3. Were there any instances where they seemed unsuccessful?
4. Were you able to identify any calls to action?



Semester Outlook

Let's take a look at the last page of the schedule + weekly deadlines!