



## Persuasive Speaking 3-4 Syllabus

### Course Goals

#### 1 Argument Development

Students learn how to create well-reasoned arguments for a debate.

#### 2 Respecting Opinions

Students learn how to respect the opinions of others and tactfully reason with them.

### Course Topics

#### 1 Public Speaking

Students learn what public speaking is and how to appeal to an audience.

#### 2 Affirmative Argumentation

Students learn how to argue their side of a case in a debate.

#### 3 Reasoning and Evidence

Students learn the importance of sound reasoning and factual evidence in a debate.

#### 4 Constructing a Speech

Students learn how to create a speech that holds the attention of an audience and has a clear purpose. They also learn how to use inflection to become a more powerful speaker.

#### 5 Rebuttals

Students learn how to tactfully question or criticize an opposing viewpoint.

#### 6 Persuasion in the Media

Students learn how television commercials use persuasion, and they create their own commercial using the techniques they have learned.

#### 7 Research

Students learn the importance of good research in a debate, and they learn how to discern factual information from biased information.

#### 8 Persuasion in Politics

Students learn how politicians use persuasive speaking techniques in their speeches.

#### 9 Practical Usage

Students learn how the techniques of persuasive speaking can be applied to everyday life.

#### 10 Selling a Product

Students create a business proposal that they present to the class using persuasive speaking techniques.

### Course Schedule

## Day 1

### Introduction

Students introduce themselves to the instructor and to each other, and they receive a general overview of the class.

### Speaking Effectively

Students discuss the characteristics of a good public speaker.

### Purpose of Public Speaking

Students learn the purpose of speeches and the different types of speeches that one can give.

### Appeal to an Audience

Students learn how to make an argument effective for an audience.

## Day 2

### Affirmative Argumentation

Students learn how to argue their point of view in a debate.

### Reasoning and Evidence

Students learn how to use reason and factual evidence to strengthen arguments.

### Applying an Argument

Students use the skills they have learned to formulate an argument concerning a relevant topic.

## Day 3

### Speech Creation

Students learn how to write an effective public speech.

### Thesis Statements

Students learn the importance of thesis statements in writing speeches.

### Speech Delivery

Students learn how inflection can be used to alter the meaning or purpose of a speech before delivering speeches of their own.

## Day 4

### Devil's Advocate

Students learn how to argue tactfully against an idea in opposition to their own.

### Word Choice

Students learn how different shades of meaning and the emotional force of words impact word choice in speeches.

## Day 5

### Commercials

Students learn how persuasive techniques are used in television commercials and then create their own commercial.

### My First Business Overview

Students begin to think about a business proposal they will present on the final day of the session.

## Day 6

### Research

Students learn the role of research in a debate, and they learn how to find good information.

### Idioms

Students learn how understanding idioms is important for a speaker and write a short story using an idiom.

## Day 7

### Persuasion in Politics

Students learn how much politicians rely on persuasive speaking techniques while preparing speeches.

## Day 8

### Practical Usage

Students participate in activities that show how persuasive speech can be used in everyday lives.

### Raft Debate

Students participate in a persuasive speaking exercise focusing on their own good qualities.

### Public Speaking Reinforcement

Students participate in activities that improve their public speaking abilities and their focus.

## Day 9

### Review of Concepts

Students participate in an activity to review the concepts they learned throughout the session.

### My First Business Preparation

Students prepare the presentation about their business proposals which will be given the following day.

## Day 10

### My First Business Presentations

Students present the business proposals they had worked on throughout the week.

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