



Incorporate Transitions

*Between the introduction
and your first main point*

Between each main point

*Between the final main
point and the conclusion*

Preparing an Argumentative, Persuasive Speech

1. Before you begin planning your speech, read and study the relevant material on the topic of your speech in order to “enact” your character’s argument and persuade your audience.
 2. Make an outline of your major points, counter-points, and supporting evidence.
 3. Create an Engaging Introduction. Here are some suggestions:
 - create an historical moment in the voice of your character, beginning with a strong thesis statement that lays out your argument right away;
 - give the needed background on your topic to your audience;
 - Remember that you want to establish your Ethos (character), appeal to your audience in an emotional way (Pathos), and argue your main points logically (Logos).
 - begin with your counter-argument or point. This will add to your credibility and to your ethos as a speaker. The effectiveness of your argument will be effected by how it is introduced.
- Consider Word Choice - Effective diction can make your speech even more memorable and engaging for your audience; select words that your audience will understand and respond to*
4. Organizing your Evidence
 - For an unfriendly audience, lead step-by-step to your conclusion; for instance, begin with the least significant item of evidence and move to the most significant
 - If your evidence begins with something compelling, beginning with the strongest piece of evidence, placing the rest of your audience in a supporting role
 - If opposing argument is strong, presenting it can acknowledge its legitimacy and then refuting the counter-argument before moving on to your own argument
 - Keeping in mind both your audience and your evidence will help you to construct a solid foundation on which to build your claim(s)
 5. Conclusion:
 - *Summary of your main points* – a brief recap on your major claims and support; acknowledge counter-points or argument
 - *Clincher* – a closing sentence that leaves your audience with a memorable impression; could be related to your introduction or may consist of a memorable quote or statement that characterizes the content of your speech.

Works Consulted

Fraleigh, Douglas M. and Joseph S. Tuman. *Speak Up. An Illustrated Guide to Public Speaking*. Boston: Bedford/St. Martin's, 2011.
Neuleib, Janice, Kathleen Shine Cain, and Stephen Ruffus. “Argument: Non-traditional Model.” Instructional Chapter. *Mercury Reader*. Pearson Custom Library. Pearson Learning Solutions, 2013.