

Persuasive Speeches on Questions of Value

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WHAT'S COVERED

In this lesson, you will learn about a specific type of persuasive speech. Specifically, this lesson will cover:

1. Introduction
2. Questions to Ask Yourself
3. Creating a Persuasive Speech on Questions of Value

1. Introduction

There are three types of persuasive speeches:

- Persuasive speeches of fact
- Persuasive speeches of value
- Persuasive speeches of **policy**

In this unit, our focus will be on persuasive speeches of value. Here is where we argue something is right or wrong, moral or immoral, or better or worse than another thing. The appeals are made on value judgements .

Examples include speeches that attempt to persuade the audience that it is wrong to drive over the speed limit, that Pepsi is better than Coke, that it is better to live together before marriage, that swimming is the best form of exercise, or that bikes are the best form of transportation to get around town.

Persuasive speeches on questions of value imply certain actions, but they are not a call to action.



TERM TO KNOW

Policy

A principle of behavior, conduct, etc., thought to be desirable or necessary, especially as formally expressed by a government or other authoritative body.

2. Questions to Ask Yourself

When analyzing any type of persuasive speech, you should ask yourself the following questions:

- What is the speaker's goal?
- What are the main points?
- How does the structure of the speech help the speaker to make the argument?
- How does the speaker try to make you care?
- How does the speaker use evidence?
- What kinds of sources does the speaker use?

3. Creating a Persuasive Speech on Questions of Value

How should you go about creating such a speech?

1. Introduce appeals, information, and criteria.
2. Provide evidence that makes your audience arrive at your conclusion. (Your claims should agree with the current beliefs and feeling of your audience.)
3. Use facts to justify your claims.
4. Consider your audience's feeling and values.



SUMMARY

Persuasive speeches on questions of value imply certain actions, but they are not a call to action. Persuasive speeches of value depend on a judgement that something is right or wrong, moral or immoral, or better or worse than another thing. The speech should include an appeal, criteria for judgement, and facts that support the appeal using the judgement criteria. When analyzing any type of persuasive speech, there are several **questions you should ask yourself** regarding the speaker's goal, main points, speech structure, and use of evidence.

Source: Boundless. "Persuasive Speeches on Questions of Value." Boundless Communications Boundless, 23 Feb. 2017. Retrieved 22 May. 2017 from <https://www.boundless.com/communications/textbooks/boundless-communications-textbook/persuasive-speaking-14/types-of-persuasive-speeches-73/persuasive-speeches-on-questions-of-value-288-1083/>



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