

Sample Persuasive Speech

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WHAT'S COVERED

In this lesson, you will examine an example of a persuasive speech. Specifically, this lesson will cover:

1. Sample Speech: Persuasive Speaking

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The main purpose of persuasive speaking is to change, reinforce, or instill the attitudes, beliefs, and values of the audience. There are no formal rules on what topics, formats, or viewpoints qualify as persuasion.

However, most persuasive speeches are based on policies that require the acknowledgement and support of governments, public bodies, organizations, and **constituents**.



Just three months into his presidency, U.S. President Dwight D. Eisenhower delivered the speech entitled "Chance for Peace" on April 16th, 1953. The speech was given shortly after the death of Soviet dictator Joseph Stalin. In his speech, Eisenhower likened arms spending to stealing from the people, using **similes**, and spoke against increased military spending in spite of continued tensions and rivalry with the Soviet Union.

The following is an excerpt from Eisenhower's address:

Every gun that is made, every warship launched, every rocket fired signifies, in the final sense, a theft from those who hunger and are not fed, those who are cold and are not clothed.

This world in arms is not spending money alone. It is spending the sweat of its laborers, the genius of its scientists, the hopes of its children. The cost of one modern heavy bomber is this: a modern brick school in more than 30 cities. It is two electric power plants, each serving a town of 60,000 population. It is two fine, fully equipped hospitals. It is some fifty miles of concrete pavement. We pay for a single fighter with a half-million bushels of wheat. We pay for a single destroyer with new

homes that could have housed more than 8,000 people. . . . This is not a way of life at all, in any true sense. Under the cloud of threatening war, it is humanity hanging from a cross of iron.

Eisenhower attempted to sway his audience by describing what was at stake - exorbitant spending, wasted worker talent, unsafe borders - if the United States pursued an arms race. Although his speech is often described as one of the greatest persuasive speeches of modern times, the large peacetime military budgets established during his administration have continued for half a century.

You can listen to the full audio of Eisenhower's speech [here](#).



TERMS TO KNOW

Constituent

A resident of a place represented by an elected official.

Simile

A figure of speech in which one thing is compared to another, in the case of English generally using like or as.



SUMMARY

In this lesson, you looked at a **sample of persuasive speaking** in action. Most persuasive speeches are based on policies that require the acknowledgement and support of governments, public bodies, and constituents. President Eisenhower takes a clear stance against increased military spending, and attempts to change the audience's attitudes and beliefs by drawing comparisons. Ending with a strong conclusion that restates the argument and main points, or proposes a call-to-action as Eisenhower does in "Chance for Peace," is another tool used in persuasive speaking. Ending with a strong conclusion that re-states the argument and main points, which illustrate the drawbacks of corn ethanol production, is another persuasive tool used in the sample speech.

Source: Boundless. "Sample Persuasive Speech." Boundless Communications Boundless, 17 Mar. 2017. Retrieved 22 May. 2017 from <https://www.boundless.com/communications/textbooks/boundless-communications-textbook/persuasive-speaking-14/sample-persuasive-speech-74/sample-persuasive-speech-290-4196/>



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