

School Policy Change Speech

In this speech, you will need to **persuade** us of a school policy that should be changed.

- Why should it be changed?
- What should it be changed to?

Your goal – get us to agree with you!

How do you **persuade** people? What makes them agree with you? What makes them believe you? What makes them side with you?

Lean on ethos, pathos, and logos. Aristotle's appeals... The guy was smart -- and these appeals are so human they remain true to this day.

- **Ethos**- think credibility. We tend to believe people whom we respect. Why do you think spokesmen exist? For this exact appeal. Here's an example: Hanes. Good underwear, respectable company. Is that enough for you to buy their product? Well, maybe. Wait, Michael Jordan has been sporting Hanes for over two decades? Sold!
- **Pathos** – relies on your emotions. Everyone knows that SPCA commercial with Sarah McLachlan and the sad music and the sad puppies. That commercial is the worst. Why? Because you watch it, you get sad, and you feel compelled to help the puppies. Pathos at its finest.
- **Logos** - that's the root of the word "logic." This is perhaps the most honest of the persuasion methods. You simply state why the person you're talking to should agree with you. That's why statistics are used so prevalently. If you were told, "On average, adults who smoke cigarettes die 14 years earlier than nonsmokers," (which is true, by the way), and you believed you wanted to live a long, healthy life, logic would dictate that you stop. Boom. Persuasion.

Your need to **format** your speech just like the last few – use the example outline on my website as your guide.

- In the **first half** of the speech you need to describe the problem and then make the audience care about it.
- The **second part** of your speech needs to be your opinion – a very educated opinion.
- **Intro** - Get your audience's attention instantly. Make them feel something from the first sentence of your speech!
- **Thesis statement** – What policy do you want to change?
- Then the **body** of your speech gets into the why and how.
- **Conclusion** – again, make sure we agree with you, make us have a strong opinion regarding the matter at hand. Remind us one more time why we should agree with you.

Time? How long should this take you? That's difficult. It depends on what policy it is and how complicated it is.

So.... I'm flexible on the timing of this one. It needs to be at least **2:30** (no shorter – not sure how that would even be possible given the content you have to have), but you can go up to **5:30** minutes. That's a lot of flexibility with time.

Must create a **powerpoint/visual aid** to get your point across in a different way

"Notecard" – 150 words

You can put them on whatever you want

Type them, write them, put them on a powerpoint – whatever works best for you and your delivery

Your notecard and your powerpoint need to match up